

WE HELPED A PROGRAMMATIC 'MANAGED SERVICE' PROVIDER BECOME 50% PROGRAMMATIC



8

STAKEHOLDERS INTERVIEWED

5

INDUSTRY INFLUENCERS
INTERVIEWED

4

QUICK FIX RECOMMENDATIONS

9

MONTH PLAN TO GO FROM
MANAGED SERVICE TO
PROGRAMMATIC

We were engaged by a 'managed service' provider (a provider who controls the media buying decisions on behalf of the client) to help them pivot to become a programmatic first (so the buyer can control the media bought) offering.

We met with 8 people in their business to understand what they do well, what they don't do well, what they believe their USP's are as well as understanding the technologies they have in place.

We then met with 5 industry buyer's to understand what they thought of our client's offering as well as understanding what they need from our client's vertical.

Our client had started their programmatic journey but were encountering a lot of technical challenges – we provided 4 quick fixes for these which improved revenue by 500%.

We then presented back a SWOT analysis and an 9 month plan with 10 recommendations. These recommendations were actioned and the % of revenue that is now being delivered programmatically has risen to over 50%

% DELIVERED PROGRAMMATICALLY

