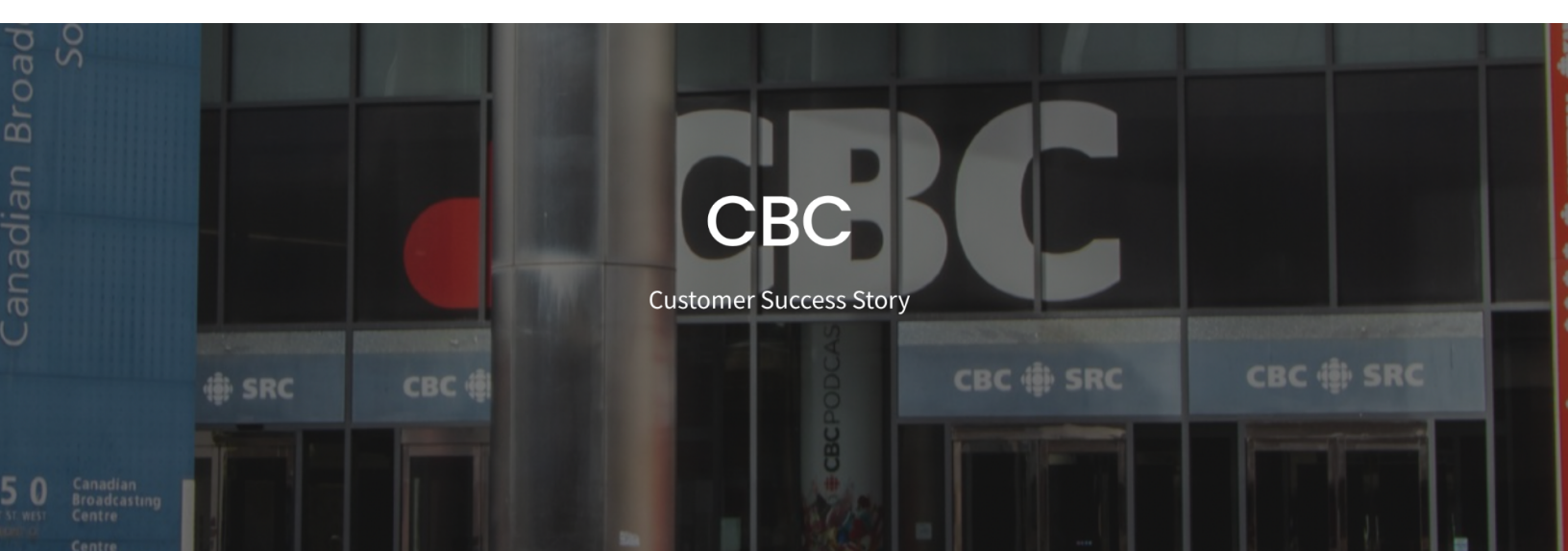




CBC

Customer Success Story

CBC Scale Their Advertising Business Processes Remotely with ADvendio

CBC, the Canadian Broadcasting Corporation, also known as CBC/ Radio-Canada is a federal Crown corporation that serves as the national public broadcaster for both radio and television. The English & French-language service units of the corporation are commonly referred to as CBC and Radio-Canada, respectively.

With Google DoubleClick Sales Manager, also known as DSM, being deprecated in July 2019, CBC were tasked with the challenge of finding a replacement that could bridge the gap between their sales and ad operations teams while also improving their overall collaboration & efficiency.

ADvendio, a long-term Google Doubleclick partner, offered CBC a scalable advertising management solution supporting their full advertising business processes in addition to key integrations with Doubleclick DFP and AdExchanges.

In addition to the replacement of DSM, CBC were looking for a new solution to achieve the following business objectives:

- Ability to manage digital ads-sales from proposal to delivery
- Reduce proposal preparation time while improving consistency and accuracy
- Ensure that campaigns are delivered in accordance with the contract
- Review and optimize business process

“We love that ADvendio is customizable to our needs and can adapt as our business evolves. Initially we were overwhelmed with the product as it is huge and we were on a tight deadline! However, working with Julian, Janis and the whole team, who took the time to guide us and took the time to understand our needs as we were making choices to best implement the tool, made our task so much easier.

Michelle Thibeault

Senior Manager, Digital Operations and Strategy

ADvendio Replaces Google DSM to Streamline CBC's Advertising Operations

CBC has successfully implemented the ADvendio software to streamline the advertising management process of its business units, improving the overall collaboration & efficiency between sales, operations and accounting teams.

Ensuring a seamless transition, ADvendio connected CBC's processes with features such as a Salesforce-powered CRM, customized order management, inventory management, while seamlessly fitting into their currency landscape of ad server connections and integrations, availability checks and ad server checks along with reporting, and analytics tools.

In addition, CBC adopted ADvendio's programmatic capabilities, with a particular focus on, leveraging technologies such as programmatic guaranteed, where programmatic guaranteed deals are pushed directly from our solution into integrated SSPs which in turn can be reached by SSPs & DSPs where they are converted from proposals into confirmed deals.

Jannis Skipis, Senior Technical Account Manager at ADvendio,

adds "As CBC utilizes ADvendio as their main data source to work with their Adserver, they handle all of their direct business and additionally their programmatic guaranteed revenue streams via ADvendio. This enables them to simplify their advertising business processes and part of their programmatic operations by omitting multiple efforts such as switching from system to system. In addition their reporting & invoicing have also been improved by utilizing ADvendio which provides them with enhanced visibility of their data."

Communication & Collaboration Result in a Successful Remote Implementation

With a strong internal team of professionals and already experienced with Salesforce configuration and integration, CBC conducted the implementation internally under the consultation of key ADvendio team members.

A hybrid approach was taken for this implementation with the majority of the consultation managed remotely; This allows many companies, such as CBC, the ability to implement internally without the dependency of ADvendio to be onsite throughout the process but rather guided remotely using the necessary tools and mentorship.

ADvendio offers complete support to customers throughout the entire implementation project whether it is conducted on-site or offsite. Resources provided by ADvendio to CBC include dedicated personnel such as Senior Technical Account Managers, Architects, Developers, Project Managers, and Customer Success Managers all of whom are experienced in remote projects.

Julian Ahrends, VP of Business Development of ADvendio,

is delighted with the results and appreciates CBC's full collaboration in conducting this successful remote implementation. "The efficient and professional approach from CBC and their experienced team made it possible to implement ADvendio as smoothly as

possible. As it was conducted remotely a combination of email, regular check-in phone calls, screen sharing, video conferencing and online project management software proved invaluable tools throughout the entire process from selection to implementation. In addition, our knowledge sharing, in-depth training, best practice tips, and consultation were elements provided by ADvendio prior to and during an implementation project.

Michelle Thibeault, Senior Manager, Digital Operations and Strategy at CBC,

is pleased with the results and adds “we love that ADvendio is customizable to our needs and can adapt as our business evolves. Initially we were overwhelmed with the product as it is huge and we were on a tight deadline! However, working with Julian, Janis and the whole team, who took the time to guide us and took the time to understand our needs as we were making choices to best implement the tool, made our task so much easier. I’ve rarely seen a company work this fast to implement a fix or a solution for a client, but ADvendio did that for us to ensure that we could launch on time with as many options as we had asked for and continues to work hand-in-hand with us to optimize our time and efforts as efficiently as possible“



ABOUT:

CBC, also known as CBC / Radio Canada, a federal Crown corporation serves as the national public broadcaster for both radio & television with networks such as CBC Radio One, CBC Music, CBC Television, CBC News Network and many more.