



Moving Media

Customer Success Story

Moving Media Consolidate their Out-of-Home Operations with ADvendio

Moving Media Basel AG, specializes in the promotion of out-of-home advertising, combining advertisements from several local agencies advertising across public transport including trams, buses and stations in the Swiss city of Basel.

Wanting to manage their complex requirements – the fleet is 400 strong with 10-15 types of vehicles with each having multiple advertisement requirements, Moving Media were looking for a solution that was flexible enough to manage all OOH advertising inventory along with new formats such as digital screen advertisements.

ADvendio Provides Increased OOH Inventory Management Visibility

Moving Media lacked the visibility of their inventory management availability which resulted in manual and fragmented processes. With their existing systems requiring a full realignment to better process and manage their data in a single customized system, Moving Media were seeking a scalable cloud-first solution in order to consolidate their out-of-home advertising management. In addition, they were looking to manage all their OOH advertising inventory which harmoniously integrated with a Salesforce native solution.

ADvendio will connect Moving Media's full out-of-home processes with features such as its Salesforce powered CRM, customized order management, inventory management, booking calendar, billing runs, and availability checks along with invoicing, reporting, and analytics tools.

“I’m delighted with how ADvendio has transformed our out-of-home advertising operations. The partnership and consistent support Moving Media has received from the ADvendio team throughout the implementation including the ongoing aftercare has been first class.

Florian Jäger
Sales Representative

A Successful Implementation Provides Ample OOH Advertising Opportunities

The team of professionals from ADvendio and Moving Media working on the implementation process were pleased with the results.

Mark Gaser, Senior Customer Success Manager at ADvendio, is delighted with the implementation results and appreciates Moving Media's complete collaboration. He adds "We are delighted to be able to support Moving Media's requirement to streamline their OOH advertising management. ADvendio has enabled them to consolidate their operations in one single platform while improving the visibility of their order and inventory management. The introduction of the ADvendio booking calendar has reduced previously manual processes and is key for Moving Media to grow their core business, utilizing the new possibilities ADvendio has opened up for them."



MOVING MEDIA
BASEL

ABOUT:

Moving Media Basel AG specializes in Out-of-Home advertising on trams, buses and stations in the Swiss city of Basel.