Mercury Media Technology Client Insight // pilot

Why pilot – ranked the number 1 media agency in 2019[1] – uses Mercury.

As the **4th largest independent agency in the world**[2], pilot has always ranked among the country's industry leaders. pilot uses Mercury media management platform **to manage campaigns worth hundreds of millions of euros**.

Client:	pilot
Founded:	1999
Type:	media agency
Employees:	400 +
Locations:	6 x in Germany

With Mercury we implement media campaigns that give our clients a significant advantage in today's ever changing market.

Martin Mittelstädt
Director Media Operations Consulting, pilot

1) H1 2019 NBB Report by Comvergence. 2) RECMA 2020.

pilot launched into the future of media management – with Mercury

FACTS:

Using Mercury since:	Active users:	Campaigns managed with Mercury:	Media volume booked with Mercury:
2014	**500 +**	**20,000 +**	**100 M. +**

CHALLENGES:

pilot is aware that the **media landscape is always changing and becoming increasingly dynamic, digital and fragmented.** With "moving into the future today" as their core principle, pilot develops innovative media strategies that attract and keep the most demanding clients coming back for more. **Innovation and staying competitive both demand efficiency.** In order to implement media campaigns giving its clients a significant advantage in today's ever-changing market, pilot needed an **error-free approach** and **time for strategy development.**

RESULTS:

- **50% fewer manual tasks**
- **50% more time for consulting**
- **Improved collaboration**
- **Lower error rate**
- **Better quality**

> *The industry relies too much on manual workflows. At pilot, we want to deliver high-quality service to our clients. That's our top priority! Mercury helps us achieve that goal.*
>
> *Martin Mittelstädt*
> *Director Media Operations Consulting, pilot*

ABOUT PILOT

Founded in 1999, pilot has grown from a media agency into a full service provider for modern brand communication. As **the second-largest independent agency in Germany and 4th in the world**[*], pilot has always ranked among the country's industry leaders. **Over 400 media experts** work at the company's six locations to create and implement effective communication concepts.

CHALLENGES BEFORE USING MERCURY

pilot used excel-based macros to create media plans, manually compile campaign results, run analytics and benchmark lists. That took a lot of time and was extremely prone to error.

> "
> *Agencies that don't use a media management platform have to deal with a long list of problems.*
>
> *Martin Mittelstädt*
> *Director Media Operations Consulting, pilot*

PROBLEMS THAT OCCURED

1. Difficult to clearly identify the **latest version**
2. **Secured access** from home using VPN: e.g. slow loading times
3. Not **keeping track** of changes
4. Creating **qualitative analytics** took a lot of time
5. **Multiple users editing** a document simultaneously
6. Making sure all documents are **in the right place**

* RECMA 2020.

REQUIREMENTS

The platform had to be **browser-based** and **provide secure access from anywhere.** Staff needed to be able to **work from home** or when visiting a client without having to make any compromises. In general, pilot wanted to become **more efficient by automizing all repetitive and error-prone workflow tasks , leaving more space for smarter work.**
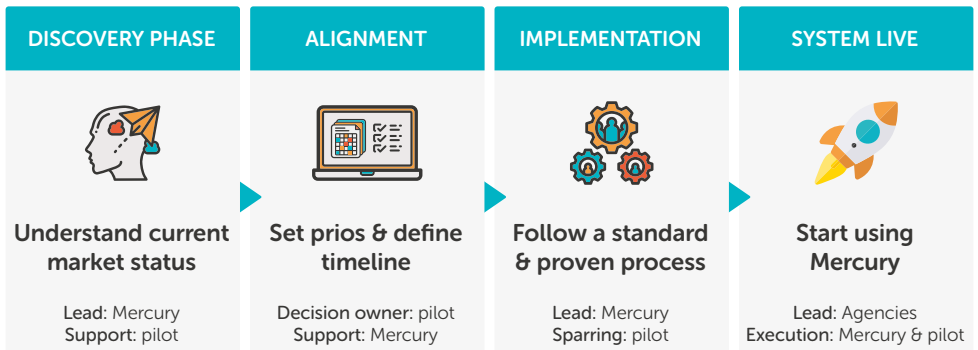
> *Our staff were able to use Mercury within just two weeks.*
>
> *Martin Mittelstädt*
> *Director Media Operations Consulting, pilot*

IMPLEMENTATION

Implementation was very smooth and fast. **pilot was able to use the platform within just two weeks**. Thanks to internal training courses, good customer support and a knowledge base integrated into the tool, it was very easy for pilot to onboard new staff.

DISCOVERY PHASE	ALIGNMENT	IMPLEMENTATION	SYSTEM LIVE
Understand current market status	**Set prios & define timeline**	**Follow a standard & proven process**	**Start using Mercury**
Lead: Mercury **Support:** pilot	**Decision owner:** pilot **Support:** Mercury	**Lead:** Mercury **Sparring:** pilot	**Lead:** Agencies **Execution:** Mercury & pilot

RESULTS

The platform forms **the basis for the planning and implementation stages of pilot's media campaigns.** Mercury allows pilot to **run analytics on price movement as well as on budgets and KPI targets across all clients and campaigns**. Dashboards offer automated reporting features. And Mercury is really fast.

pilot now spends **half the amount of time on manual processes**, which has also caused their **error rate to drop significantly**. Both impact the time media planners require, **reducing time spent by between 30% and 50%**.

pilot uses that freed-up time to offer clients more comprehensive consulting services. As data is readily available and integrated into their reports and dashboards, pilot is also **able to reduce the time spent creating media plans by 70%**. This **data transparency** and the additional resources available allow pilot to **focus more on streamlining their campaigns**.

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About Mercury Media Technology
Mercury Media Technology is a fast-growing technology company based in Hamburg that is dedicated to developing and advancing a forward-looking media management platform. Mercury Media Technology helps clients manage all of their media workflows in a future-driven way, enabling directly quantifiable efficiencies and laying an ideal foundation for future transformation.

Get started
with the future of media today!

Get in touch with us and schedule a free demo.

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