



Mercury Media Technology Client Insight // TwentyFive.

# How TwentyFive. raises the bar with MMT Mercury.

TwentyFive. was founded 2017 by the media agencies Mediacom and pilot to develop media strategies and solutions for Procter & Gamble. The ambitious young company wants to achieve the best results, which is why they rely on state-of-the-art skills, knowledge, data and technology.

Client:	TwentyFive.
Founded:	2017
Type:	media agency
Employees:	70
Locations:	Hamburg, Düsseldorf, Frankfurt



In a market that is currently characterized by disruptive transformation, solutions always have to be one step ahead.



**Denis Scollie**  
Group Head Digital Media Operations, TwentyFive.

# One step ahead of the market – with MMT Mercury

## Facts:

Using MMT Mercury since:

**2018**

Active users:

**70**

Campaigns managed with MMT Mercury:

**5,000 +**

## Demand:

The media experts at TwentyFive. are aware that the industry is in dire need of transformation and that the right technology can help make that transformation happen. The industry is under constant pressure to manage costs, provide end-to-end process transparency and guarantee that those processes can be tracked. These and a number of other factors require ongoing optimization. The goal is to be one step ahead of the market at all times and to use that to the client's advantage. TwentyFive. also faces the significant challenge of needing to work from several locations while delivering excellent results and keeping workflows standardized.

## Improvements:

- ✓ Standardized workflows
- ✓ Process transparency
- ✓ Working from everywhere
- ✓ Real-time reporting
- ✓ Improved collaboration

Because MMT Mercury lets us view and manage all relevant processes, we are able to systematically monitor the entire process chain, which creates efficiency across all workflows.



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# About TwentyFive.

TwentyFive. was born in 2017 as a joint venture between two rival media agencies. Both were at the top of their respective fields but equally hungry to achieve more. Notably, they were open to achieving more together.

TwentyFive. inherited the best from both parents: the strengths of a global media agency network, and the individualism and enterprise of an independent local agency. Their clients benefit from a collaborative and cooperative cross-agency model that has yet to meet its equal.

## Challenges before using MMT Mercury

TwentyFive. used to work with excel-based macros in shared folders. Tracking revisions was a big problem. There also encountered problems when it came to processing, preparing and analyzing data in order to give customers recommendations.

Media is only effective when everyone works together. That's where a tool like MMT Mercury is extremely helpful.



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## Requirements

1. Solve problems associated with working in excel-based macros
2. View all processes simply and systematically in the system
3. Platform compatible with other systems like ad servers, accounting systems and other technical providers via APIs
4. Access to comprehensive reporting capabilities and real-time data depiction
5. Access for entire team and clients

# Implementation

Implementing software requires an eye for detail as well as resources and always provides material for discussion. However, the team of TwentyFive. were confident that the initial investment would pay off very quickly. Due to an extensive support during the implementation phase the media agency could master even the most complex challenges. When TwentyFive. needed to solve problems quickly, we were able to find effective solutions fast.



The wealth of experience that everyone at Mercury Media Technology brings to the table combined with their extensive support during the implementation phase helped us master even the most complex challenges.

Denis Scollie  
Group Head Digital Media Operations, TwentyFive.

## Results

MMT Mercury has been a valuable resource for TwentyFive. when it came to optimizing their internal controlling procedures. Because the media management platform lets them view and manage all relevant processes, the media agency is **able to systematically monitor the entire process chain**, which creates efficiency across all workflows. The way processes are depicted makes it possible to finalize any number of steps with one simple overview. They can aggregate any data on one screen, allowing them to focus on specific aspects of the workflow at a time.

TwentyFive. managed to **cut back about 70% of these manual tasks**. MMT Mercury helps them realize their scaling targets. TwentyFive. now work with a number of standardized methods. thanks to MMT Mercury. The media management platform has helped to **cut the time spent on handling activities in half**. It has proven extremely valuable, especially when

it comes to **orchestrating interfaces**. Thanks to seamless integration with tech stacks, TwentyFive. is no longer need to spend so much time transmitting data between systems.

TwentyFive. have seen **considerable improvement in revision quality**. Compared to their previous system, 9 out of 10 of the errors don't even occur when using MMT Mercury.

The media management platform helped **improve collaboration with their clients**. They appreciate the features and flexibility that MMT Mercury provides.

The ease with which TwentyFive. can now export data to draw up analyses is a win to both sides.

## Results in numbers

- ✓ 70% less manual tasks
- ✓ 50% more time for developing media strategies
- ✓ 90% less errors



### About Mercury Media Technology

MMT is a fast-growing MarTech company based in Hamburg that is dedicated to developing forward-looking data-driven solutions that help media agencies and advertisers better leverage their data to enhance advertising performance 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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