



**Mercury Media Technology Client Insight // masterplan media.**

# Why masterplan media uses MMT Mercury as central planning tool.

Hamburg-based media agency masterplan media relied on MMT Mercury since 2015. The media management platform serves as the agency's central planning tool.

Client: masterplan media  
 Type: media agency  
 Locations: Hamburg



The engine room runs thanks to MMT Mercury. This allows us to take care of crucial topics strategically and conceptually, including holistic optimization of touchpoints, smart use of data, and even new topics.



**Carsten Riemann-Kafsack**  
 Managing Director, masterplan media

# Reduced complexity in media processes – with MMT Mercury

## Facts:

MMT Mercury is available on the market since:

**2016**

All users active in MMT Mercury:

**500 +**

Campaigns managed with MMT Mercury:

**20,000 +**

Media volume booked with MMT Mercury:

**100 M. +**

## Demand:

With the digital transformation, the communications landscape continues to become more complex. For masterplan media, time was the biggest challenge in terms of increasing complexity. Complex issues require a certain amount of time to be addressed and dealt with. Masterplan media wanted to reduce complexity and increase security in data and processes.

## Results:

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

MMT Mercury is the central tool in which all campaigns and measures are mapped with, and this is probably the most important point – their true ACTUAL status.



**Carsten Riemann-Kafsack**  
Managing Director, masterplan media

# About masterplan media

Masterplan media develops customized, holistic, effective, and efficient media and communication solutions in the digital age. From strategy development to advertising impact research - masterplan thinks in terms of digital, analog, and everything in between.

The agency is a pioneer for advertisers and their brands in an increasingly complex communications landscape and stands for the seamless transformation of media expertise into omni-channel marketing and communications strategies. The company's focus is always on measurable advertising impact.

## Requirements

Masterplan media primarily worked with Excel. The most important criteria for masterplan media were data security, flexible connectivity to other tools and systems, and a direct line to a contact person who brings expertise and has a vision. The same applies to a willingness to continue to optimize and keep up with the times.

## Implementation

The in-house implementation of MMT Mercury went smoothly. When it comes to connecting other partners, like ad server service providers or, even more difficult, large US GAFAs, MMT has to rely on the support of those partners.

As relationships expand, the connection to external data sources runs ever more smoothly. Thanks to an intense onboarding masterplan media can solve upcoming topics by themselves. But if it is needed, the MMT support is there to help directly and quickly.

# Results

They use the media management platform to plan and report omni-channel media campaigns. It is the central tool with which all campaigns and measures are mapped with their actual status. MMT Mercury is an important interface towards technology and creation because their booking and production schedules are created centrally via the platform. Masterplan media have connected their accounting systems to MMT Mercury as well.

It is also the interface to the customer because this is where plans and reportings are located. Masterplan media's customers get their access and can give approvals digitally.

Masterplan media take the complexity out of the basics, like reporting and detailed planning. That's where MMT Mercury helps. Working with MMT Mercury saves the media agency a lot of time. And along with that, it also significantly reduces frustration levels since it only takes a few clicks to find what you are looking for. Masterplan media invests the time they save in consulting and holistic optimization of relevant touchpoints. In other words, in areas where they see a significant increase in impact.



## 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. MMT Mercury 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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