



Mercury Media Technology Client Insight // ANKOMM

Mercury supports ANKOMM in its transformation towards data-driven media management.

The full-service agency ANKOMM, which celebrates its 10th anniversary in 2023, integrated the media operations platform Mercury into its tech stack in August '23 as a further step towards the digitalization of its media management.

Client:	ANKOMM
Founded:	2013
Type:	Media agency
Employees:	11-50
Location:	Hamburg

About ANKOMM

ANKOMM is a full-service agency based in Hamburg, Germany. For 10 years now, they have been impressing well-known clients such as BMW, Metro and Sixt with their knowledge, commitment and creativity. They specialize in three areas: Campaigns, Production and Media.

SaaS solution to increase media efficiency

Requirement:

ANKOMM is characterized by its ability to react quickly and flexibly to its clients' needs, which is only possible with efficient processes based on clean data. The media agency values good cooperation with its clients, who appreciate transparency.

Solution:

MMT provides ANKOMM with the Media Operations Platform "Mercury", a comprehensive SaaS solution to increase media efficiency. The media management tool automates - at the right point - the entire workflow from planning, execution, buying, optimization to reporting of media campaigns. This reduces errors and improves quality. Mercury transparently maps the media process and simplifies the collaboration between ANKOMM and its clients through more efficient workflows.

Results:

- ✓ Efficient process
- ✓ Transparent workflow
- ✓ Improved collaboration
- ✓ Lower error rate
- ✓ Better quality



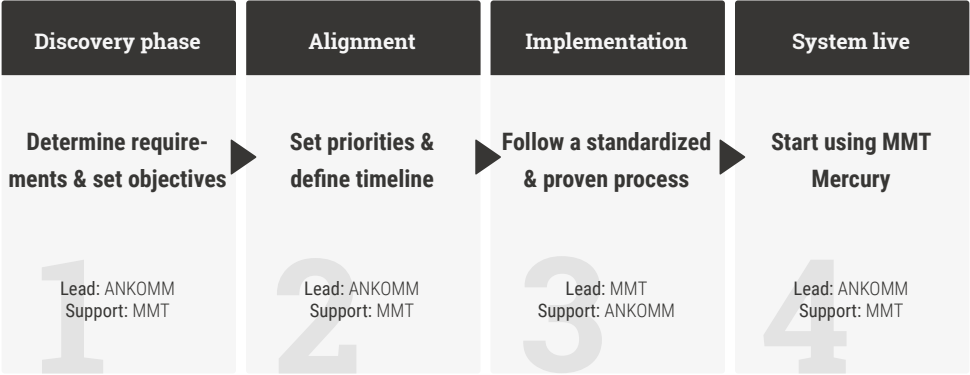
ANKOMM is characterized by the fact that we act quickly, flexibly and smartly for our clients. Processes have to be right for this. With its Media Operations Platform, MMT helps us to set up our media process properly and organize it efficiently. This also helps us in our collaboration with our clients, who value transparency.




Andreas Hoffmann
CEO at ANKOMM

Fast implementation within two weeks

Implementation process:



Only a few weeks passed between the first exploration call and Mercury going live, as ANKOMM quickly decided to work with MMT. A small, agile team discussed specific requirements with MMT’s Customer Success team, and a tenant was set up and implemented together. Key user training and ongoing support ensured that ANKOMM was able to work independently in Mercury within a few days and implement the first campaigns for a test customer. After successful implementation, Mercury will be used for all direct clients.



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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