



Mercury Media Technology Client Insight // Twins Digital

Twins Digital optimizes media operations and inventory management with Mercury

As a service provider for agencies that also supports direct customers and offers its own inventories, Twins Digital relies on Mercury as an all-in-one solution for the comprehensive optimization of its media workflows.

Client:	Twins Digital
Founded:	2018
Type:	Media service desk / media agency
Employees:	11-50
Location:	Düsseldorf

About Twins Digital

Twins Digital acts as a media service desk specialising in media operations and management, analytics, tech solutions and strategic consulting. They offer a comprehensive range of services from media planning and buying to the implementation of complex campaigns and data-driven analyses. With a focus on transparency and effectiveness, Twins Digital supports well-known companies such as Siemens, Disney and GLS Bank in reaching their target groups both locally and in international markets.

Efficient media workflow with integrated inventory management

Requirement:

As an experienced partner, Twins Digital supports both independent and well-known agency networks as a media service desk when rapid support is required in the media sector. Due to a growing customer base, the need for a specialised tool increased. With a growing customer base in the direct customer sector, Twins Digital was looking for a future-proof, sustainable tool for media operations that is perfectly tailored to the needs of media agencies. Twins Digital also offers its own media inventories, which are to be created, tracked and offered to the market on a tool-based basis in the future.



We are excited to take our media operations to the next level with the support of Mercury. MMT impressed us right from the start with their professional approach and expertise. After several productive discussions and an extensive testing phase, we were certain that MMT's platform was a perfect fit for our goals.

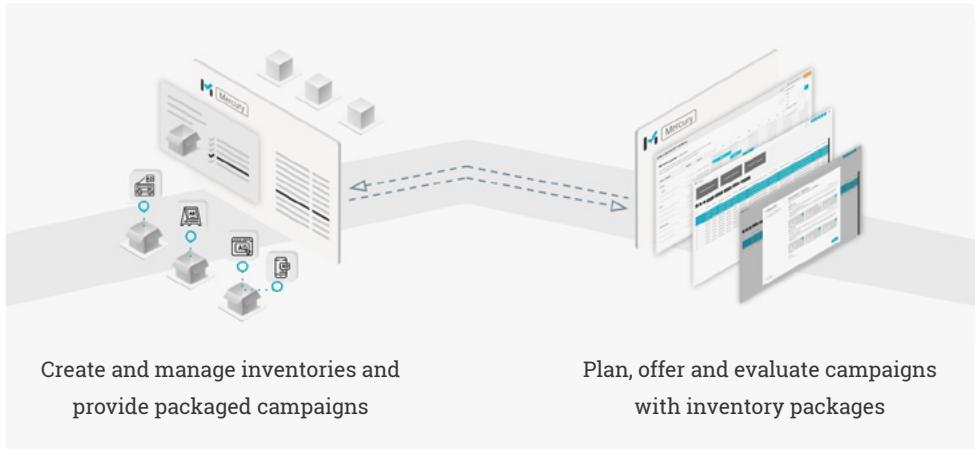


Franziska Honold
Group Head Media Solutions at Twins Digital

Solution:

Mercury offers particular added value in this respect: the platform not only covers all media processes from strategic and tactical planning to purchasing and reporting, but also enables Twins Digital to offer its own inventories.

Mercury's inventory management module allows for the creation, management, and conversion of various inventories into offers, with features for margin optimization through purchase and sales price differentiation. Additionally, its analytics function supports Twins Digital in enhancing portfolio decisions with data-driven insights on inventory performance.



The intuitive user interface and seamless integration into Twins Digital's existing systems also ensure efficient handling of inventory management, significantly reducing administrative effort and allowing the focus to be placed on strategic growth initiatives. Mercury therefore not only provides a solution for the current need for holistic media planning and management, but also positions Twins Digital for future expansion into new markets and segments.

Result:

Mercury is proving to be a comprehensive all-in-one solution for Twins Digital. The media operations platform, with integrated inventory management, actively supports the media agency in achieving outstanding marketing results for its clients.

- ✓ All-in-one solution
- ✓ Optimized media workflow
- ✓ Manage and offer your own media inventories
- ✓ Increased efficiency



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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