

Large Market Stations Streamline Processes and Save Hours with Traffic as a Service

Background

Two busy, large-market stations must manage a large volume of advertising. The organization was struggling to keep up with this. More headcount wasn't an option, so they looked for other solutions, which brought them to explore Traffic as a Service (TaaS).

The Challenge:

Traffic Management Was Labor Intensive and Inefficient

Traffic managers have one of the most critical and demanding jobs at stations. Even with modern traffic platforms, they must spend considerable time entering ad copy, reconciling logs and doing other admin tasks. As a result, it kept staff from spending more time optimizing revenue and inventory.

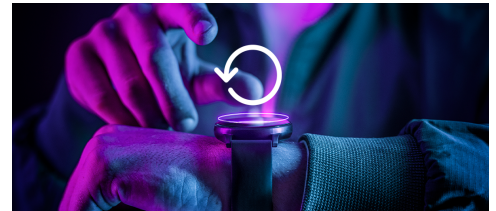
Looking for relief, the company reached out to its traffic partner, Marketron, to learn about traffic management as a service.

The Solution:

Traffic as a Service Boosts Efficiency

The organization underwent some structural changes, which created a gap around traffic workflows. They sought support to reduce the burden on internal employees and eliminate manual work.

The organization passed the heavy lifting onto the Marketron team. The station's inventory manager reflected that partnering with Marketron gave her the freedom to refocus efforts that are more critical to the station's success.



Weekly time savings:

15+ hours



What Is Traffic as a Service?

Traffic as a Service allows stations to outsource traffic operations to experts. Our experienced team takes over traffic workflows. Using our traffic management solutions boosts operational efficiency, provides constant availability, ensures consistency and maximizes the platform's capabilities.

Traffic as a Service is an option for both Marketron Traffic and Visual Traffic users.

The Results:

TaaS Saves Hours, Enables More Strategic Work

Since implementing the solution, the inventory manager noted she had more time to dedicate to maximizing revenue and inventory management.

Partnering with Marketron, the company saves 15 hours or more per week. They can also be confident that all traffic operations are accurate and error-free. It's made employees' lives much easier with better time management. The stations also relayed that Marketron's traffic managers are true experts who communicate well with their staff.