



Overcharging & Arbitrage

Saving a global bank \$9.2m a year in overcharging



Listen

Listen to the needs

Our client wanted to understand the true cost of their ad serving and ad operations services that were procured as part of their media agency contract. They weren't sure how transparent their digital media, technology and agency fees were and wanted to ensure they were getting value for money and the best service for these globally across their 40+ markets.



Examine

Examine the problem

LEAD conducted a global digital marketing audit with face-to-face interviews of local stakeholders, agencies and media providers in more than 20 markets around the world. This provided a comprehensive picture of their digital marketing activity and capabilities in every market detailing processes and strategies, internal team structures, vendors and technology being including fees and media costs.



Advise

Advise on improvements

The audit identified the opportunity for our client to in-house ownership of their marketing technology and some digital services that were being over charged for. LEAD identified a number of areas where standardised global processes and technology platforms would deliver significant budget efficiencies and performance gains.



Deploy

Deploy the solutions

LEAD managed two key workstreams:

1. Transition MarTech ownership in-house and away from agencies, giving our client full control of their data and complete transparency of media costs and performance
2. In-house key digital services (ad-ops), giving them complete control of digital best practice and governance and eliminating arbitrage and bloated fees.

\$9.2m

saved annually in
arbitrage billing
and non-
transparent costs

Full ownership
and control of

**Ad
Server**

for transparent
measurement

Project led to

x1

media agency
repitch

A record

1500%

Project
ROI