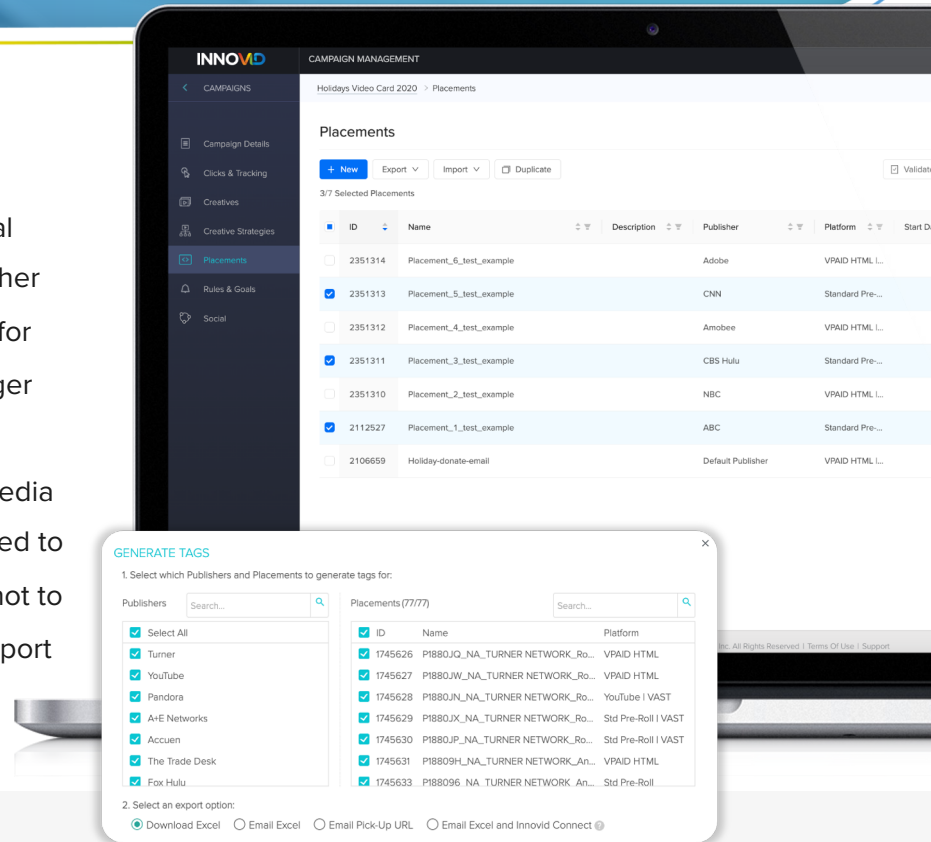


CMI Media Group Increases Speed-to-Market With Hands-on Keyboard Control

46Hrs
Average Time Saved Per Campaign

Goal

Agencies that represent leading pharmaceutical brands are in a unique position compared to other industries due to the strict regulations in place for advertising. These strict regulations create longer approval processes, and inevitably longer turnaround times to activate campaigns. CMI Media Group and their partner agency, Compas, wanted to take more control to go to market quickly, but not to the detriment of delivering the outstanding support their clients had come to rely on.



Strategy

Historically, Innovid managed and trafficked all digital campaigns while CMI Media Group and Compas focused on the bigger picture. Innovid worked directly with CMI Media Group and Compas to develop a unique hybrid approach to managing their advertising initiatives. For the agencies, this meant gaining direct access to Innovid’s ad management and analytics platforms to develop and distribute ads, while leaving Innovid to tackle the creative production end required to engage customers while still abiding by pharmaceutical regulations. Innovid also developed comprehensive onboarding that featured unique in-platform training sessions, and a detailed on-demand help center for continued learning. Further enabling the Compas Ad Tech Services team to own the activation of their digital campaigns in a self-service capacity.

Results

Through a more hands-on-keyboard approach, CMI Media Group and their partner agency, Compas, were able to get into market quickly and confidently across advertisers:

2Hrs

Average Time Spent Per Campaign End-to-End

10+

Pharma Advertisers Owning Activation

35+

Innovid-Certified Team Members

“

*The transition to using Innovid in a self-service capacity was seamless. The Innovid team walked us through the setup process in great detail and the Innovid Learning Center was very informative and enabled our team to get a firm grasp on the process at our own speed. **We saw positive impacts immediately, the largest of which has been turnaround times and feeling more involved in the setup process. The process as a whole is very user-friendly and allows our team to create video tags in a few minutes.** The Innovid team has been incredible during the transition and launch as well, being very responsive and supportive of any questions or additional training that may be needed.*

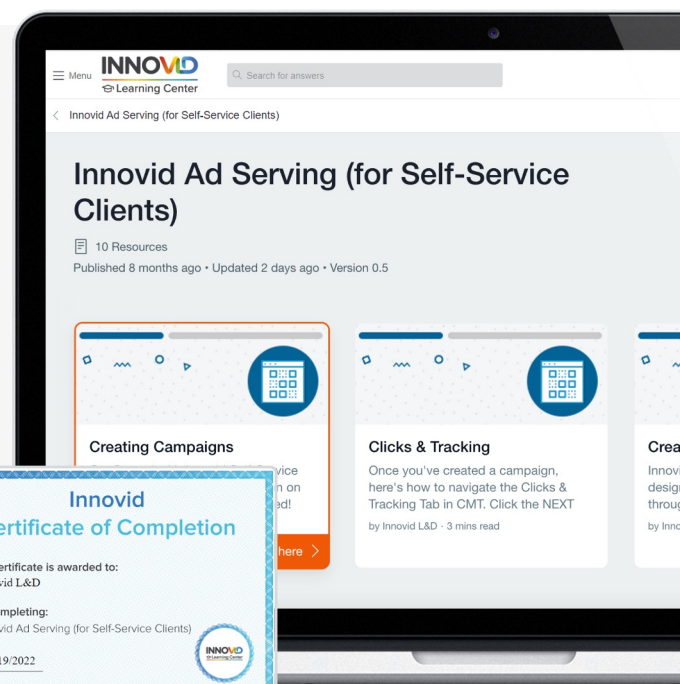
Daniel Lang, VP, Ad Tech Services | Compas

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Interested in a more hands-on approach?

- 1 Enjoy easy onboarding sessions and gain access to Innovid's certification programs.
- 2 Experience live platform training sessions before activating live campaigns.
- 3 Start trafficking all digital campaigns directly within Innovid's ad management platform!

Want to learn more about hybrid services? Reach out to your Innovid representative to learn more.



Contact solutions@innovid.com to learn more about flexible service models with Innovid

[innovid.com](https://www.innovid.com)