

Flexibility and Reliability

“Freewheel is more than just a supplier to Dentsu. They are reliable partners who support us daily to maximize our effectiveness in managing our digital campaigns. The migration to the new platform was handled in a structured and efficient manner, which was not easy given the number of users involved (250+ people). This new version brings us even more added value and allows us to collaborate better and execute campaigns for our clients with even greater efficiency and reliability. This new platform meets our requirements for flexibility and productivity, and it accompanies us in a constantly evolving digital world.”

Mohamed Husani, Director of Operations, Dentsu France



Challenge

- **Siloed teams** creating frictions in collaboration between buying, traffic, finance, and sales, and hindering the seamless flow of information and efficiency within the agency
- High **litigation and errors risks** due to misinformation between different process steps
- Multiple tech partners, interfaces to integrate with to ensure a high-performance ad buying stack. Business need of a **highly flexible solution** to address the diverse requirements of media operations



Solution

FreeWheel has implemented OneStrata Digital, an open & modular stewardship platform designed to automate and ease campaign management – from plan to pay – across all digital formats at scale.



Results

The OneStrata Digital solution provided specific help with:

- **Scalable automation** of the workflows, media buying plan & purchasing processes to ensure information consistency and reduce litigation
- **Flexible integration** with Dentsu ecosystem including Amnet as well as with all other third-party tech they work with ensuring seamless operations between tools
- A very **smooth and well-supported** implementation of OneStrata Digital allowing undisrupted and enhanced operations

6K digital campaigns per year with **250+** users