

Customization and Unification

"The new version of the FreeWheel platform allows us to manage the complexity and customization of our clients' campaigns. Its flexibility enables us to meet the specific requirements of our clients' devices. The level of granularity allows us to track the right indicators to optimize the performance of our campaigns. The efforts made on the UX are appreciated by the buyers. This has facilitated the adoption of this new version."

Marine Rusotto, Digital Director, Havas Media France



Challenge

Lack of efficiency and reliability

- **Multiple naming conventions** making it challenging to report on campaign delivery and target achievements
- Struggling with **varied reporting** formats & sources

Complex partner tool management

- **Managing diverse partners** and internal tech tools efficiently adds to the complexity



Solution

FreeWheel has implemented OneStrata Digital, an open and 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 help on:

- **Centralization & naming convention uniformization** for a holistic campaign management, control & reporting
- **Scalable automation** of the workflows, media buying plan & purchasing processes for greater efficiency
- **Custom integration** with all the Havas tech partners with specific requirements for a holistic & easy campaign management allowing seamless operations & consistent information between tools

5K digital campaigns per year with **350+** users