



# Media Agency Success Story

**How Arima allowed a media agency to save 91% of time spent on marketing research and reporting**

A medium-sized independent media agency in full service specializing in the planning and execution of performance-focused media strategies and consultancy was able to leverage marketing science to make better and faster business decisions.

Arima enables the media agency to focus on customer insights discovery and data analytics in a more efficient way. Meanwhile, the agency is able to provide their clients with deeper understanding of return on Ads (ROAS) based on historical data, develop actionable and AI-optimized media plans with **99%** approval rate, and uncover new business opportunities.

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## **About Arima:**

Localized and fully customized consumer insights, media planning, and live marketing mix modeling in one source.

[Set up a live demo with an Arima consultant NOW!](#)

"Arima consumer intelligence helped us to understand the audiences and AI-optimized media plans. The beautiful dashboard and automated live reporting improved our work efficiency, team collaboration, and dramatically reduced our costs."



Toronto General Manager  
at the Media Agency

## Results



Approval Rate: **99%**



Cost Saving: **74%**



Time Saving: **91%**

## Improved market research and campaign planning efficiency

### The Challenge

Before partnering with Arima, the media agency's planning tool kit was reliant on standard syndicated research which is very time consuming and inefficient. The agency wants to:

- Quicken the process of delivering consumer insights and campaign planning.
- Integrate clients' data with 3rd party datasets to create proprietary solutions.
- Consolidate data insights and build marketing science on a single, centralized platform.

### The Success

With more than 650 analyses conducted in 2021, the media agency is able to save 91% of time spent on marketing science through partnering with Arima.

# of Reports	Time Spent (now)	Time Spent (before)
651	108 hours	1,296 hours

The media agency also enjoys a partnership rate to access data from Arima's providers, which leads to a total of 74% reduce in tech spending.

Arima's live reports allow the media agency to remove siloes between teams and improve decision-making based on real-time data.

Arima automatically factors its audience insights into the AI-optimized media mix plans, helping the agency reach 99% of plans approval rate from their clients.

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