



How an adtech company secured profit margins with Currency Management Automation

The **adtech company is a Supply Side Platform (SSP) based in Germany.** They provide publishers, content providers and broadcasters with technology and services to monetise their premium inventory, optimise their programmatic advertising strategy and maximise revenue.

Working with media owners around the world, the company provides them with a multi-currency offering, with EUR and USD being the most common ones.

CHALLENGES

The company's hedging strategy lacked structure and was inefficient. They estimated their revenue using a framework of simple forward contracts should the EUR/USD move in the 'wrong' direction. This was all managed manually.

This strategy exposed the company's margins to unwanted FX movements and generated a high number of administrative tasks for the finance team. Their exposure was mostly in EUR/USD, so their margin was severely hit when the euro unexpectedly appreciated.

Margins were being chipped away due to a risky currency management strategy

THE SOLUTION:

To achieve more stability in their profit margins, the company implemented the Kantox Dynamic Hedging® solution, which helped them in two key areas:

- ▶ **Minimisation of FX gains and losses:** Thanks to automation, the company has drastically reduced their FX losses without needing an in-depth knowledge of currency risk management.
- ▶ **Business growth:** With full traceability of their performance in any given market and full automation of their FX processes, the company was able to focus on their growth and scale internationally.

\$150,000 ✓

Sales per day

1 week ✓

Implementation
time

0.03% ✓

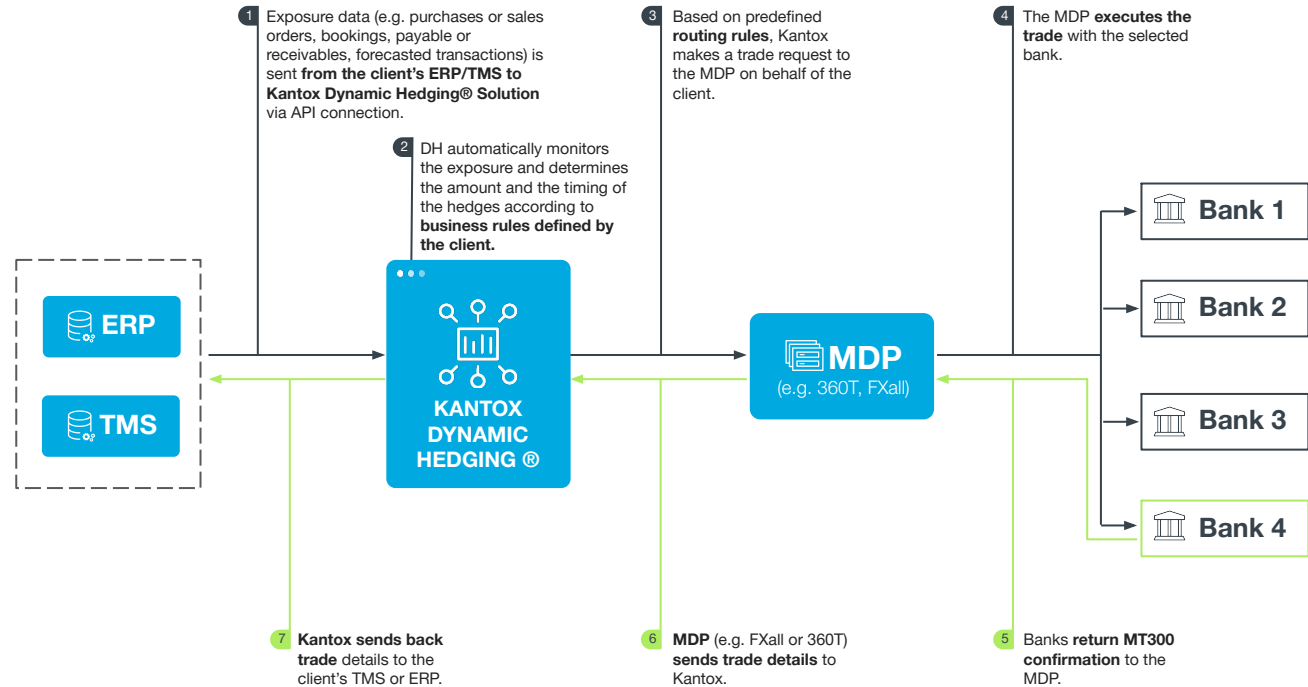
Average FX P&L
reduced to

"It is crucial for the corporate treasury to further automate processes in order to enhance internal controls, mitigate risks, fight against the growing risk of fraud and simplify processes."

François Masquelier
Honorary Chairman of EACT
(European Association of Corporate Treasurers)

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Kantox solutions for an adtech Supply Side Platform (SSP) company





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Kantox is a **leader in Currency Management Automation software** that enables businesses to automate their end-to-end corporate FX workflow, remove currency risk and leverage foreign currencies to increase competitiveness.

With offices in **London and Barcelona**, we have grown into an international team of **over 186 professionals from across 48 nationalities**.

OUR AWARD WINNING SOFTWARE



Best Risk
Management Solution



Best Risk
Management Solution



Best Risk
Management Solution

Interested in learning more?

Book a session with one of our Currency Management Specialists, and discover how Currency Management Automation can help your business

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