



## MSIGHTS smooths agency transitions for major telecom company

### A decade of change, with no loss of productivity or historical data

Ten years ago, one of the largest telecom providers in the U.S. engaged MSIGHTS to help the company prepare for an agency transition. The agency-independent MSIGHTS SWAT team was able to secure all their data prior to the changeover, ensuring a smooth changeover with no loss of data or productivity.

Since then, the company has switched its agency of record two more times. Each time, MSIGHTS has been there to keep their marketing data flowing uninterrupted.

### MSIGHTS keeps data accessible during changeovers

Because MSIGHTS is agency-neutral and data is housed in a third-party location, this telecom client was able to retain unbiased control of its marketing data assets regardless of which agency it used. As a result, this client retained access to all of its historical marketing data throughout each transition. In addition, new agencies had instant access to years of historical data – so they could easily get up to speed on what has worked in the past without having to start from scratch.

Through each changeover, MSIGHTS provided the new agency with immediate access to data assets with full source integration and direct platform connections. In addition, media tags were in place for all campaigns, metrics were defined along with accompanying business rules, and the company's reporting needs and structure were in place.



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### With no data learning curve, months of agency time is conserved

- ▶ During each agency switch, this client was able to save about three months of agency onboarding work by providing key marketing data to the new agency from day-one.
- ▶ Each new agency was able to immediately focus on delivering strategic and creative value to its new client instead of wasting time rebuilding data or integrating systems.
- ▶ The client was able to maintain uninterrupted operations, reporting, and data integration during each agency switch – getting immediate ROI from each new marketing partner.

Control of current and historical marketing data without agency gatekeeping is vital to marketing performance and business efficiency. MSIGHTS can help you maintain both positive agency relationships *and* control over your data.

*“A mid-year agency change could have been a nightmare for our marketing business. But MSIGHTS made the shift clean and straightforward both for our internal and new agency stakeholders. Their neutral status is just one reason we’ve been working with them for more than a decade.”*

—VP of Digital Marketing