Pitney Bowes Gives MediaMath's TerminalOne™ A First Stamp of Approval

For more than 90 years, Pitney Bowes provided small- and medium-sized businesses, as well as large enterprise firms, with mailing and postage software and hardware, and the services to facilitate more efficient business mail operations.

CHALLENGES & GOALS

Pitney Bowes, for many years, relied heavily on direct mail to connect with consumers and successfully built a legacy and trust among customers. With the shift to online media consumption, it was imperative for Pitney Bowes to expand its advertising tactics.

Initially, Pitney Bowes worked directly with individual ad networks to buy and manage media; using smaller networks to access remnant inventory. The fragmented media strategies, disconnected media purchases and lack of a clear understanding of working media dollars left Pitney Bowes dissatisfied. They looked for alternative solutions and specifically desired:

- Direct, more transparent relationships with technology providers
- More cost-efficient use of advertising dollars
- The ability to leverage learnings from its direct mail channel
- Accelerated demand for its small business services from paid media channels

SOLUTION

After hearing about the unique algorithm, which powers MediaMath's TerminalOne Marketing Operating System, Mark Ribaudo, Senior Director of Small Business Marketing for Pitney Bowes, decided to test it out. In January 2013, at the start of a new fiscal year and with a fresh advertising budget, MediaMath introduced Pitney Bowes to TerminalOne's targeting and optimization capabilities, data management and reporting features.

> MediaMath has taken the ad tech business to a whole new level and set the bar higher for anyone else in the industry. They have enabled us to create a center for digita"l excellence. In my mind, the service has paid for itself.

Mark Ribaudo
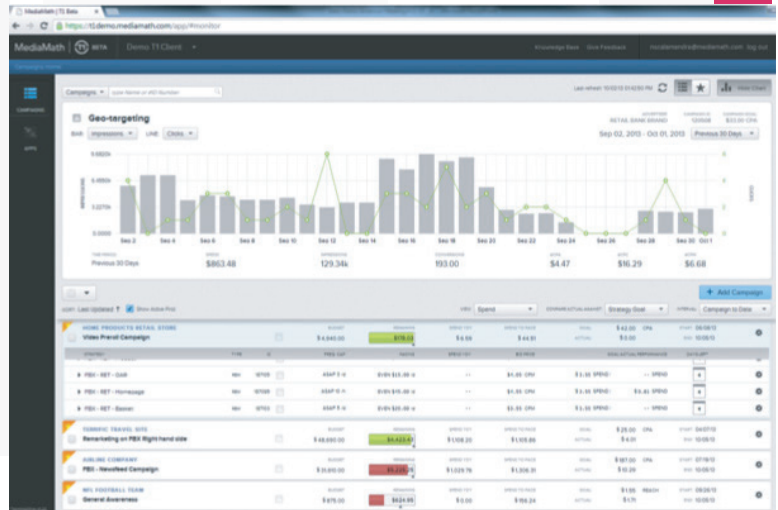Senior Director of Small-Business Marketing
Pitney Bowes

The MediaMath team helped Pitney Bowes onboard the platform and provided training sessions for the entire team, offering hands-on support. Before long, the Pitney Bowes small business marketing team was running multiple campaigns, quickly realizing its "flexibility, even for the novice."

MediaMath's algorithm, "The Brain," made it extremely easy for the team to analyze and optimize campaigns, thus refining targeting strategies and changing ad creative quickly and efficiently. Furthermore, through one of MediaMath's data partners, Epsilon, Pitney Bowes was not only able to import their offline, direct mail data into the system, but also capitalize on specific industry data segmentation for their online targeting strategies. Pitney Bowes was able to hone in on the best-performing industries, including the legal, medical and dental industries, and gain a more accurate understanding of their consumers' online behaviors.

RESULTS

> **[MediaMath's] knowledge of the industry and where it is going is evident.**
>
> **Mark Ribaudo**
> Senior Director of Small-Business Marketing
> **Pitney Bowes**

Mark and his team have "only high praise for both the [TerminalOne] product and the [MediaMath] people." Very simply, since introducing MediaMath, Pitney Bowes' small business marketing team has exceeded its budget in terms of goals for conversions and seen impressive year over year growth since the implementation of TerminalOne™.

MediaMath is now the only technology solution utilized by the division to manage its digital media transactions. Using TerminalOne™, Mark is able to "easily manage all of the marketi ng activity and P&L for his division from one central operating system.

In addition to a sophisticated marketing operating system to build their data driven marketing practice, Pitney Bowes wanted access to expert practitioners. "[We are] extremely satisfied with the access to and experience of MediaMath's account teams. Although we're self-service on the platform, MediaMath has always offered quick responses to any issues or problems that arise. And, their knowledge of the industry and where it is going is evident."