

The Wendt Agency partners with PrograMetrix to improve advertising performance & increase digital revenue

The Wendt Agency is a full-service advertising agency located in beautiful downtown Great Falls, Montana. Wendt's mantra is "We Create Success." They create success by offering creative, web, branding, public relations, media, and photography services to their impressive roster of clients.

Wendt was looking to enhance their digital advertising services for clients as a key mechanism to provide a superior level of client service, but they could not find the right partner to support their needs. Wendt was not receiving the technical support they needed from other programmatic and digital platform vendors and knew there was room for improvement in advertising performance for their clients. Once Wendt partnered with PrograMetrix, advertising performance improved across their client base. More importantly, Wendt received detailed information on and support of programmatic, which helped them increase their knowledge base to continue to build digital ad revenue.

"We found a true partner in PrograMetrix to manage our clients' programmatic and search campaigns after struggling to work with various tech vendors. Their technical expertise puts the next level of programmatic within our reach, and they contribute to the growth of our agency."

Pam Bennett – Senior Media Planner/Buyer

About PrograMetrix

PrograMetrix is a data-driven programmatic agency that helps brands improve their advertising performance through turn-key management of ad tech platforms backed with streamlined agency processes, proprietary campaign optimization techniques, and a core focus on brand-safety across Display, Mobile, Video, Digital Audio, Connected TV, Social, Native, and Paid Search channels.

Challenge

- Develop a partnership with a specialty firm to manage digital advertising campaigns
- Improve digital advertising performance for clients to accelerate growth
- Find a solution that automates and consolidates reporting for clients

Solutions

- Execute proprietary campaign strategy using integrated programmatic tech stack
- Work with team on emerging programmatic solutions to increase digital ad sales
- Activate white-labeled reporting platform for 24/7 campaign performance insights

Results

- Managed and optimized campaigns for 16 clients across multiple channels
- Manage campaigns for a regional tire store, Montana state health and safety departments & regional tourism entities
- Improved advertising performance & introduced Audio & Connected TV channels

16

Clients Supported

60+

Campaigns Executed

6

Unique Media Channels Utilized

\$325k

Media Revenue Generated