

Warehouse Twenty One partners with PrograMetrix to enhance their digital service offerings to clients and bolster their programmatic capabilities

Founded in 2007, Warehouse Twenty One is a full-service marketing, advertising, and event agency located on the west edge of downtown Cheyenne, WY. They are a collection of talented and passionate individuals who believe in the power of the team to pull off amazing work with amazing clients.

After years of working with ad tech vendors who provided little strategic support through black-box solutions, Warehouse Twenty One was looking for a partner who could help elevate their digital service offerings. Coupled with Warehouse’s Media & Creative teams, PrograMetrix was able to introduce new digital channels and tactics like Programmatic Audio and Connected TV to enhance campaign performance for clients. PrograMetrix also helped Warehouse implement a new corporate sponsorship program to enhance event marketing activations and increase sponsorship revenue.

“It is crucial to have the right partners to help create success for our agency’s clients. PrograMetrix has been the perfect partner by streamlining our digital processes, providing us with great communication, generating new ideas and boosting client success”

Nick Coonce - Associate Media Director

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 transparent, strategic partnership with an agency with industry leading, programmatic expertise
- Navigate the programmatic advertising space to bring unique capabilities to clients
- Drive branding and lead generation performance across all digital channels

Solutions

- Educate team on emerging programmatic solutions to increase digital ad sales
- Execute complex branding and lead gen campaign initiatives using industry-leading programmatic technology stack
- Develop white-labeled reporting platform for 24/7 campaign optimization insights

Results

- Streamlined sales and onboarding process helps drive new client acquisition
- Managed and optimized campaigns for over 10 advertisers
- Brands include: Lenovo, Blue Federal Credit Union, Wyoming Department of Health, Wyoming Lottery and more

10+

Advertisers Supported

24+

Campaigns Executed

4

New Clients Acquired

\$400k

New Programmatic Revenue