



vi marketing and branding

“Using Basis, the transparency of reporting and increased campaign metrics has emboldened our clients to shift more dollars towards digital tactics, namely paid search and programmatic video and display.”

—Renée Harriman, Vice President, Media

### THEIR STORY

In order to maintain their status as leaders in the digital marketing industry in the Oklahoma City area, VI Marketing and Branding’s goal was to bring programmatic digital advertising in house to build more transparent relationships with clients and increase digital revenue.

Past third party DSP partners had not allowed them to be proactive, transparent or accountable with their clients. This was causing strains in their relationships and not allowing their business to grow.

### THE IMPACT OF BASIS

**GROWTH:** 19 new team members in 2018

**MOBILITY:** 18 promotions agency wide in 2018

**MORALE:** Additional focus on work/life balance, recognition, training and dedication to being at the forefront of the industry. The VI team using Basis has allowed for additional personal growth for their team members with unparalleled support from the Centro team.

**EFFICIENCY:** Managing campaigns internally with Basis has allowed ad operations specialist to have more time for strategic optimizations and improving campaign performance rather than resolving delivery issues for clients and trafficking creative tags.

**BUSINESS DEVELOPMENT:** The transparency of reporting and increased campaign metrics available in Basis has emboldened their clients to shift more dollars towards digital tactics.

### IMPROVEMENTS TO THEIR PROCESS

Increased transparency into campaign reporting allowed for increased optimization

Precise targeting assured advertisements reached the target audience

Higher video completion rates increased conversions and lowered CPA

Basis technology created confidence in ad viewability and brand safety

## BASIS CUSTOMER

Since November 2017

## LOCATION

Oklahoma City, OK

## EXPERTISE

Fully integrated marketing and branding firm that specializes in behavior change

## RECOGNITION

Best in Show – 2018 Addy Awards, Best in Show – 2018 PRSA Uppercase Awards, Only Google Premier Partner in Oklahoma