

UBM and Naviga Ad

Need

UBM is a global business-to-business event organizer headquartered in London, United Kingdom. UBM experienced a surge in growth from mergers and acquisitions that combined different cultures, processes and decision points in its sales structure.

With its complex multi-company structure and expanded suite of digital and print channels, UBM needed an ad sales solution that could handle its increasingly diverse workflow and business rules. In addition, they needed strong reporting and analytics capabilities that would help users and managers understand the changing needs of their audiences.



“The great thing about Naviga Ad (formerly Élan Ad) is that it’s a single system that thinks and presents data like a media company. Naviga’s corporate and programming personnel are truly partners with us in our business.”

Francis Heid, VP Media Operations,
UBM Life Services

Solution

Naviga Ad is a complete advertising solution with a distinct advantage – it thinks like a media company. As such, it can handle the challenges of modern publication advertising. With Naviga Ad, UBM can combine digital and print ad placements in a single invoice, and users can track ad progress from contract through production to payment and reorder. Plus, its Informer analytics and reporting module automatically creates customizable reports to measure important KPIs.

Naviga is the leading provider of digital solutions supporting media, finance and corporate markets. Our solutions help media-rich companies achieve digital expansion and success in rapidly shifting markets. For more information, please write to info@navigaglobal.com or visit www.navigaglobal.com.

Advantages

- ▶ Improved audience and corporate intelligence for determining product changes and additions
- ▶ Measurable savings in operational and system costs
- ▶ Greater visibility into real-time material tracking and billing status
- ▶ Enhanced product placement in Amazon, resulting in higher customer satisfaction
- ▶ Scalable ad sales solution that can grow and adapt as their business expands