

1. CHALLENGE

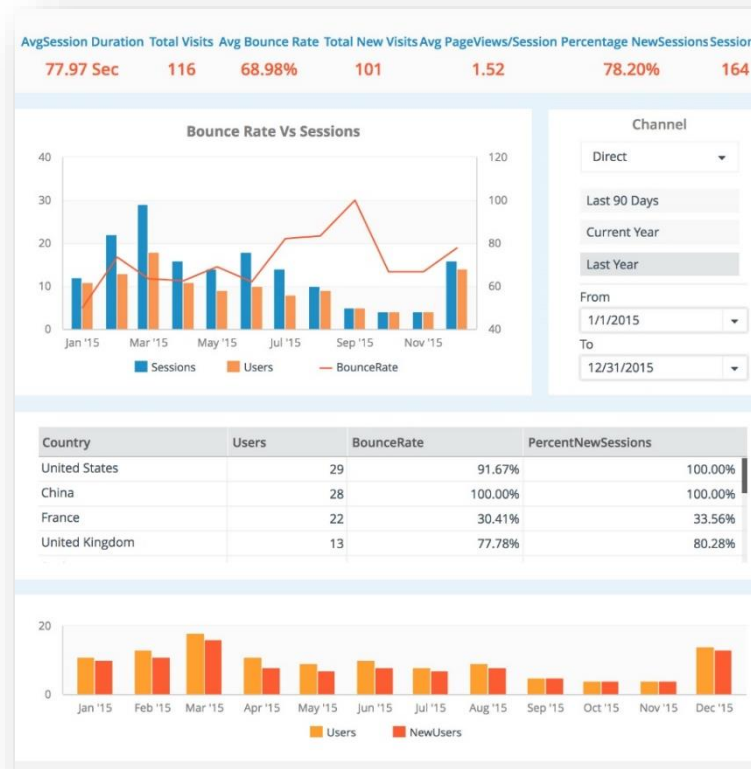
Managing advertising effectively

This online advertising company's inventory is created and sold in a very dynamic environment, with 20 million page views each month.

Problem: Their sales team needed a way to track inventory status and detect sales opportunities at a glance, quickly and immediately.

2. RESULTS

Advertising inventory status shared
with all sales reps



3. EXPERIENCE

Alan, Director of Online Advertising Operations
@ NewsOK

“Although we’ve only been using ClicData for a few weeks, it has really helped us manage our business better.”