

Opera achieved full visibility into fragmented advertising spend, allowing us to rapidly optimize supplier mix. In a single market, we delivered 20+% savings within 4-6 months.

BACKGROUND

- No visibility of invoice-level spend; no linkage at invoice level with actual services provided
- Rate cards across agencies were not “apples to apples”
- Various types of charges included in invoices with little clarity around nature of charge

ACTION

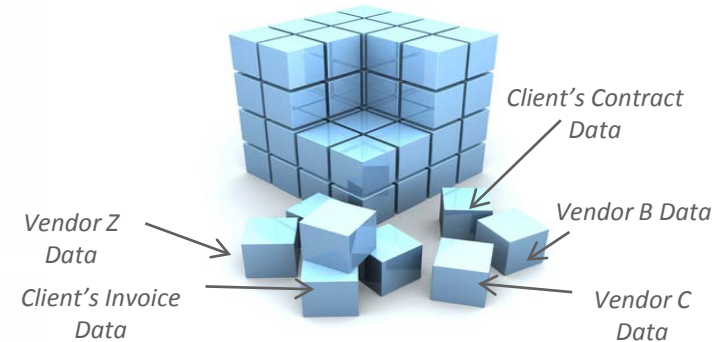
- Created Precision Cube to integrate internal invoice-level and contract data with detailed information collected from advertising agencies
- Generated detailed view of each campaign to match spend with services delivered

IMPACT

- Renegotiated rates
- Consolidated vendors and shifted smaller campaigns to lower-cost vendors selected in the competitive bidding process

Overall saves: 20-23%

ACTION: BUILT A PRECISION CUBE



RESULTS: AGENCY RUN-RATE SAVINGS FOR A SINGLE MARKET

Baseline: ~\$60-65MM
\$MM

