



Capabilities

Our capabilities

Solution Design

- Discovery Audits
- KPIs and Measurement
- Project Delivery
- Business Case Creation
- Budgeting and Forecasts
- In-housing Roadmap
- BETA Playbook

People & Process

- Skill audits
- Organisational Design
- Recruitment Process
- Training and Development
- Workflow Design
- Management Layer
- Managed Services

Strategy

- Data Monetisation
- Media Buy and Sell-side
- Campaign Planning
- Creative and Content
- Managed Trading Desk
- Project Management and Implementation
- Measurement, Review and Analytics
- Personalisation
- Customer Experience

Tech

- Supplier Options, Evaluation RFPs and Shortlisting
- AdTech, CRM & MarTech:
- CRM, CMP, DMP, SSP, DCO, PMP, PG, DSP, DAM, DCO, AdServing, ERP, Workflow, Analytics, Repository, Video, Social Buying and Planning
- Customisation and Implementation