




nlogic

NLogic Case Study

Finding radio buying
efficiencies for Innocean
Worldwide Canada

How would you describe the agency world right now?



The agency world is extremely competitive. There are thousands of agencies, global, national and local, that brands can choose from to help them launch their campaign. As technology continues to advance, the expectations brands have of their agency has changed. Not only do they look for exceptional service and quality, but they also expect them to be able to react faster to adjust to the competitive market.



NLogic is continuously improving and working alongside their clients to make radio buying easier and much more efficient.

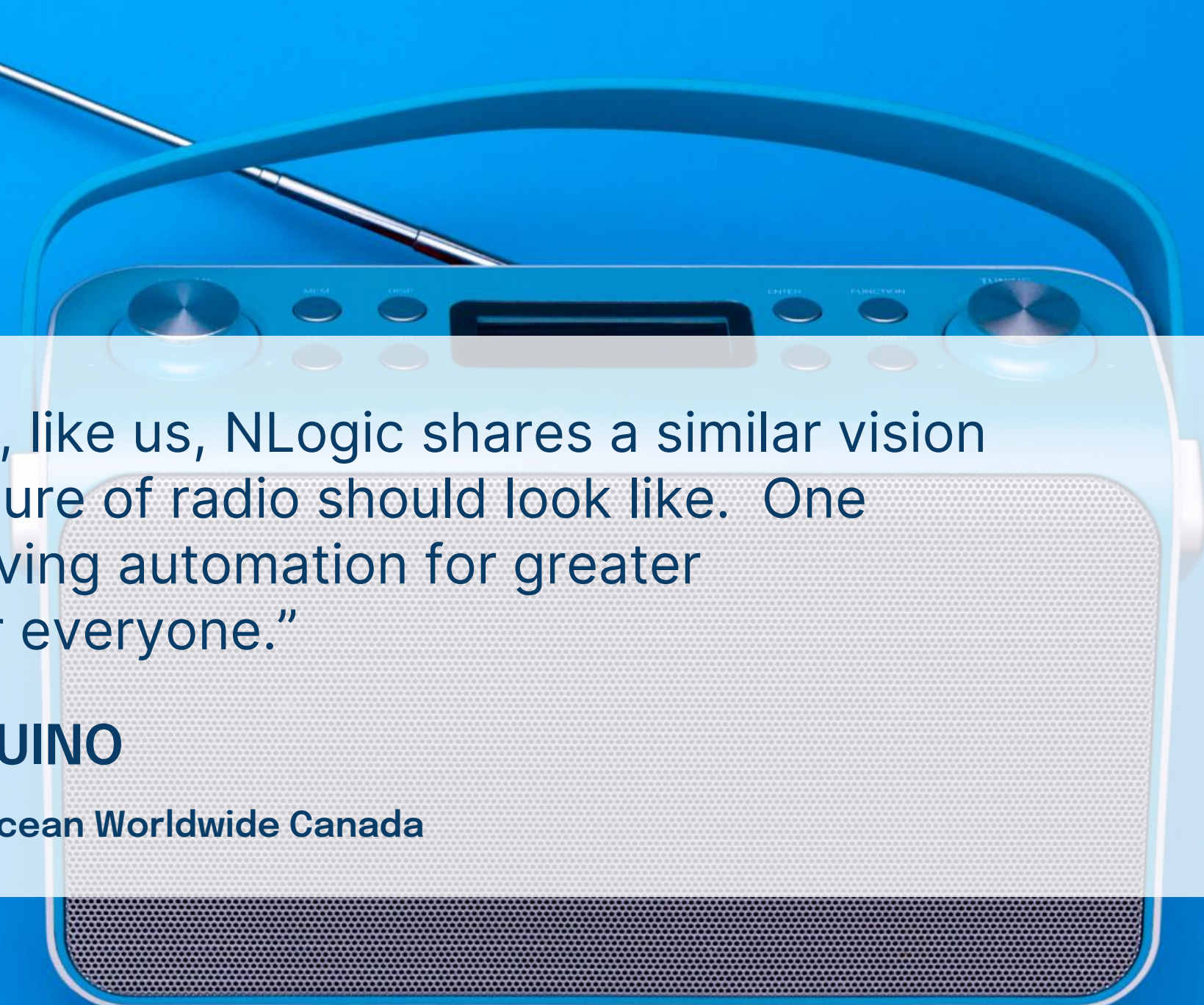
MICHELLE SEQUINO

Assistant Buyer, Innocean Worldwide Canada

What does your current radio buying process look like?



Kia and Hyundai are two of our major clients and in the automotive industry, moving quickly and timely is essential. With our buys for radio being approved on a month to month basis, we are on tight timelines to get the buys in before the requested campaign dates are to run. It is important that we are able to deliver on campaign objectives, quickly and efficiently, as well. Managing a campaign for these types of brands requires buying across multiple stations and multiple markets, which is a manual process and very time consuming. Buying multiple stations for one market alone requires significant time to export schedules and prepare them. A key aspect includes arranging the stations to be sent out to different reps and ensuring that day parts were correctly inputted. With different deals and rates amongst different reps, keeping organized to ensure disclosed information isn't shared accidentally is important.



“We know that, like us, NLogic shares a similar vision of what the future of radio should look like. One focused on driving automation for greater efficiencies for everyone.”

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How did NLogic help?

We knew there had to be a better way so we took our concerns to NLogic.

We know that, like us, they share a similar vision of the what the future of radio should look like. One focused on driving automation for greater efficiencies for everyone. So we were very excited when we learned that their new FileExchange process was going to save us time and reduce the chance of human error.

What is the impact of Lens FileExchange?

Since FileExchange was launched in February 2020, it has saved us numerous hours in the buying process for radio, making our clients happy and making the application much more user friendly and easier to navigate even for newcomers that have not yet used Lens.



Advanced radio buying with NLogic

NLogic is continuously improving and working alongside their clients to make radio buying easier and much more efficient. We hope they can continue on this journey as we would love to see a day when radio buyers and sellers can seamlessly trade using the Lens for radio trading platform.

INTERESTED IN LEARNING MORE?

Contact us for information.



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