BASIS USER STUDY REPORT

How Basis Simplifies Digital Advertising

Basis®
Technologies

Introduction & Methodology

INTRODUCTION

Basis Technologies offers a media automation platform that enables customers to manage direct, programmatic, search, and social media buys through a single interface. The platform, Basis, creates workflow efficiencies, provides in-depth insights and analytics, and delivers high-performing digital marketing campaign results.

Basis partnered with Directions Research to conduct a user study examining the potential efficiency and time savings benefits media buyers can realize when they use Basis to plan and execute their media campaigns. The purpose of the study was to investigate, validate, and share the potential impact on efficiency that Basis can have on a marketer or organization's digital campaign process.

METHODOLOGY

The study was conducted in two phases:

Phase 1:
Directions Research surveyed 29 participants, who support digital media campaigns across 13 Basis agency accounts. The survey walked each participant through the five phases of a digital media campaign—Strategy & Planning, Building, Launching & Monitoring, Final Delivery & Reporting, and Billing Reconciliation—and asked them what steps they use Basis for, how long each step takes them in a typical campaign, and how much time they save from using Basis for those tasks.

Phase 2:
After the survey, Directions Research conducted one-on-one customer interviews. These provided an opportunity for users to elaborate on their survey responses and provide additional insight into how they use Basis and how the platform benefits their business.

Note: All timing metrics were calculated by Basis using a weighted average formula, which uses the median number of minutes from the time ranges provided in the survey and the number of users who selected each time range to calculate how much time it takes on average to complete each task.
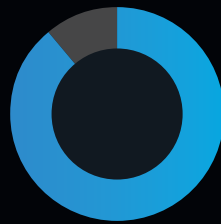
Findings

CUSTOMER USAGE

Basis is an integral part of media buyers' jobs—one that they consistently rely upon to carry out business operations.
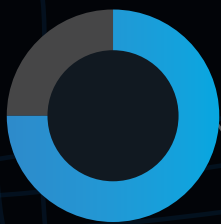
75% of Basis users log into the platform every day

89% of Basis users log into the platform at least 2-3x per week

Key takeaway:

Basis becomes the elusive "central hub" that media buyers crave, giving them one platform where they can take on an array of campaign-related tasks across multiple channels.

CUSTOMER PERCEPTION

A platform that media buyers use so consistently should be both user-friendly and effective. According to those who use it, Basis is both.

80% of users agree Basis makes their job easier

78% of users agree Basis allows their agency to broaden the scope of advertising channels that they can manage

77% of users agree using Basis allows their agency to move faster from agreement to activation

68% of users agree Basis helps them collaborate with their colleagues and partners

67% of users agree Basis helps drive increased revenue at their organization

58% of users agree Basis helps them win new business

Key takeaway:

Basis reduces operational complexity while empowering users to do more for their business.

EFFICIENCY ACROSS THE DIGITAL CAMPAIGN

Basis users move through the campaign process over 20% faster—saving media buyers time and organizations money.

Time savings per campaign:

22%
faster

→

51
hours
saved

→

6.5
work days
saved

Basis customers have a savings opportunity of $8,925 per campaign.

Key takeaway:

Basis creates more user productivity and reduces economic obligation.

Findings: Impact by Campaign Phase

PHASE 1: STRATEGY & PLANNING

Basis delivers the communication and centralization capabilities media buyers need to drive effective and efficient planning.

Basis users heavily utilize the platform's planning tools:

99% use Basis for campaign forecasting

94% use Basis for campaign research

99% use Basis to research direct media vendors

75% use Basis to evaluate partner insertion orders (IOs) & negotiate

When users turn to Basis for these tasks, the result is a whole lot of time savings:

99% said Basis helps them save time when forecasting campaigns, with over half saying they save 30 minutes or more

80% said Basis helps them save time when conducting audience research, with the majority saying they save between 30 minutes to an hour

92% said Basis helps them save time when conducting campaign research

77% use Basis to move from planning to activation faster

On average, Basis users plan campaigns **36% faster** than they did before they adopted the platform, receiving **three work days** back per campaign!

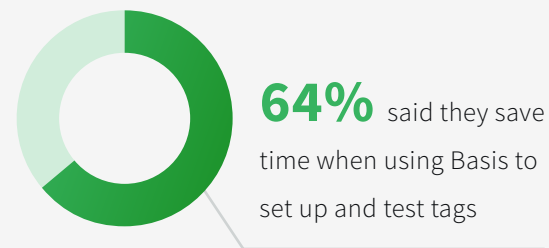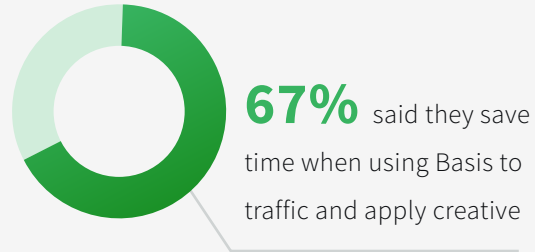| TASK	TIME SAVINGS
Campaign research	37 minutes on average (or 17% faster)
Audience research	39 minutes on average (or 20% faster)
Campaign forecasting	40 minutes on average (or 27% faster)
Building media plans	105 minutes on average (or 18% faster)

Key takeaway:

Strategy & Planning sets the tone for the entire campaign. Basis enables users to plan efficiently and effectively using in-platform tools that help analyze historical data, forecast campaign inventory, communicate with vendors, and organize documentation effortlessly.

PHASE 2: BUILDING CAMPAIGNS

Basis reduces manual steps to ensure quick and flawless activation of media campaigns.

The majority of Basis users said they are building campaigns faster in Basis:

67% said they save time when building campaigns in Basis

67% said they save time when using Basis to traffic and apply creative

64% said they save time when using Basis to set up and test tags

On average, Basis users can build DSP campaigns **35% faster** than other platforms, saving up to **four hours** per campaign.

TASK	TIME SAVINGS
Building groups and tactics	60 minutes on average (or 27% faster)
Creating pixels	61 minutes on average (or 50% faster)
Trafficking and applying creative	53 minutes on average (or 30% faster)
Setting up and testing tags	51 minutes on average (or 41% faster)

Key takeaway:

Building a campaign can be a very manual process. To help mitigate manual effort, media plans created in Basis can be converted into campaigns seamlessly. Additional resources such as preview environments, the messaging center, and our CM360 Trafficking Integrations enable users to activate campaigns more quickly.

PHASE 3: LAUNCHING & MONITORING

Basis makes it easy for campaign managers to keep up with pacing and identify optimizations to ensure the best campaign performance.

On average, users save **three hours** (or **10% of their time**) by launching and monitoring campaigns in Basis vs. their previous platform.

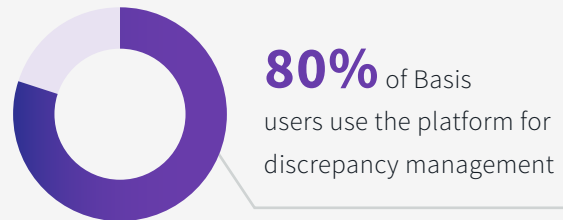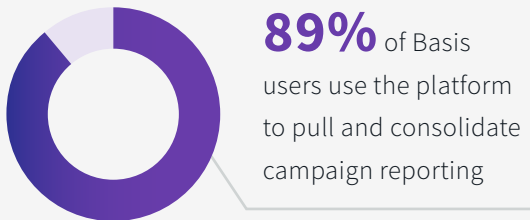| TASK	TIME SAVINGS
Pacing checks	34 minutes on average (or 11% faster)
Identifying and implement optimizations	90 minutes on average (or 8% faster)

Key takeaway:

Basis' pacing and analysis tools enable users to make data-driven decisions that improve campaign performance. Features like the Analytics Dashboard, Insights, and Data Canvas provide up-to-date performance results that make reviewing and showcasing reporting straightforward and visual.

PHASE 4: FINAL DELIVERY & REPORTING

Basis' unified reporting saves users time and reduces manual tasks associated with reporting across multiple channels.

Basis users rely heavily on the platform when consolidating multiple sources of reporting and managing discrepancies:

89% of Basis users use the platform to pull and consolidate campaign reporting

80% of Basis users use the platform for discrepancy management

Users also found that closing campaigns and pulling together final reporting to send to clients became a lot less time-consuming with Basis:

71% said the platform saves them time when confirming final delivery of line items

67% said the platform saves them time when sending final reporting to clients

64% said the platform saves time pulling and consolidating final campaign reporting

On average, Basis users can close campaigns and finalize reporting up to **two hours** faster, amounting to **20% time savings** when compared to their previous platform.

TASK	TIME SAVINGS
Confirm delivery and performance	25 minutes on average (or 34% faster)
Pull and consolidate final reporting	36 minutes on average (or 16% faster)

Key takeaway:

Reporting can be a gruesome experience, especially when running across multiple channels or using third-party ad servers. Users said that before using Basis, it could take up to 10 hours to close campaigns, pull reporting, and send final reporting to clients. That's more than one full business day! With Basis, users are able to cut two hours out of that process, giving them back valuable time to spend on to the next campaign. Basis' unified campaign reporting helps users consolidate all necessary reporting faster, and the Messaging Center makes it easy to unify communications with third parties.

PHASE 5: BILLING RECONCILIATION

Billing across multiple ERPs or billing platforms can be time-consuming and lead to costly inaccuracies. Basis provides users with a combination of accurate, real-time reporting capabilities and key partnerships to help streamline the billing process.

Key Billing Partnerships:

Advantage

Basis helps agencies maximize the value of their ERP software by enabling users to consolidate campaign media data and tailor it with the codes their finance teams use in Advantage's AQUA software. This reduces data entry-related manual labor and streamlines the resources needed for reconciliation.

FREEWHEEL
A COMCAST COMPANY

Basis has partnered with FreeWheel, the industry's leading media accounting system, to further automate the process of reconciliation, minimize financial risks, and help protect client margins.

Basis saves users up to **two hours** per campaign on billing-related tasks, reducing the time it takes to bill campaigns by an **average of 4%**.

Key takeaway:

Multiple partners and delivery sources can create a time-consuming billing process. Basis helps alleviate some of that burden with unified and accurate reporting that, when combined with the platform's key industry partners, empowers users to seamlessly carry out all phases of the billing process.

In Their Own Words:
Takeaways from Basis Customers

"It's the tab that's always open on my screen. I'm always there. I don't know this role without Basis, and I don't think I'd want to. It's just so centralized! It's such a unique offering, and it makes your life 15 times easier."

– Digital Marketing Director

"Before Basis, we had to constantly ask different vendors how our campaigns were doing. Basis lets us become the experts. It gives us access to a trustworthy, hands-on, and competitive platform."

– Digital Marketing Manager

"Basis has helped streamline multiple processes—such as our digital media planning, execution, reporting, and client billing—saving our team countless hours. The Basis platform is always improving and evolving and has become our central hub for all things digital media."

– Drew Olkowski, Media Director, Planning & Data Analytics, Davis Elen Advertising

"We value Basis because it provides more than a DSP—it provides added value to our business."

– Gail Yaciuk, General Manager, Omni Advertising

What will you do with more time?

Visit us at **basis.com/connect** to see what Basis can do for you.