UNLOCK MARKETING EXCELLENCE

WHO WE ARE

celonis

MINT
AUGMENTING ADVERTISING INTELLIGENCE

Celonis is the world's #1 Process Mining platform, helping enterprises uncover inefficiencies, automate processes, and realize value across complex operations.

MINT is the global leader in AI-driven Advertising Resource Management (ARM). It unifies all steps of campaigns' lifecycle in one intelligent workspace.

CELONIS CUTS COSTS AND DRIVES VALUE

Up to **11%** reduction in process costs

Up to **40%** improvement in handling time

TOGETHER, WE OPTIMIZE ADVERTISING OPERATIONS END-TO-END

THE MINT + CELONIS SOLUTION

MINT and Celonis combine workflow automation with process intelligence to reduce waste, improve spend efficiency, and drive measurable ROI across the entire advertising operation.

AGENTIC WORKFLOW AUTOMATION

MINT uses automated workflows and AI agents to prepare and standardize campaign data—ensuring it's ready for integrated process intelligence.

PROCESS INTELLIGENCE

Celonis analyzes this data to uncover inefficiencies, financial bottlenecks, and compliance risks hidden in workflows, delivering insights to improve speed, savings, and governance.

CLOSED LOOP WORKFLOW

Clients can turn Celonis insights into action by implementing and tracking them directly within MINT—closing the loop between insight and execution.

HOW WE DELIVER VALUE

SMARTER RESOURCE ALLOCATION

Track and compare the time spent on tasks by AI agents vs. human teams to identify optimization opportunities, rebalance workloads, and re-allocate resources.

CONTINUOUS OPTIMIZATION

Combine Celonis insights with MINT's execution layer to drive improvements, reduce operational waste and maximise ROI.

PROCESS OPTIMIZATION

Use Celonis to uncover inefficiencies across multiple platforms like ERPs and CRMs to unify data into one source of truth - enabling smarter, faster workflow improvements.

FASTER TIME TO VALUE

Accelerate campaign delivery by increasing transparency, and resolving bottlenecks in approvals, vendor coordination, trafficking, and reporting.

READY TO ELEVATE YOUR ADVERTISING OPERATIONS?
LEARN MORE ABOUT HOW MINT AND CELONIS CAN TRANSFORM YOUR MARKETING