

Leading Telco Achieves -36% Operational Cost Reduction and -15% CPA with MINT ARM

Facing rising complexity across four disconnected business units and over 50 full-funnel campaigns, a leading Italian Telco needed to break data silos, improve automation, and drive performance. With €35M in media spend and fragmented reporting processes, the company turned to MINT to to transform its advertising workflow for enhanced governance, efficiency and campaign outcomes.



CUSTOMER PROFILE

HQ

Italy

INDUSTRY TYPE

Telco

MEDIA SPEND

35 Mio €/Y

N° of Brands	3
N° of Business Units	4
N° of Product Lines	7
Ecommerce	Yes
Agency	Yes
Operation Model	Hybrid / In House
N° of Campaigns	+50
Campaign Types	Full Funnel

1. CUSTOMER'S PAIN POINTS & PRIORITIES

DATA SILOS & LIMITED VISIBILITY

- 4 isolated business units without collaboration
- Fragmented media data

AGILITY IN MEDIA PLANNING & BUYING

- Excessive manual reporting processes resulting in low data accuracy and reliability

POOR CAMPAIGN PERFORMANCE

- No real-time tracking capabilities
- Inadequate forecasting tools

2. MINT'S SOLUTION

SOLUTION: MINT ARM

ENABLING FEATURES

CONSOLIDATE ALL DATA IN ONE PLATFORM

Same tech collecting all media data for all the business lines

BREAK SILOES

MINT ARM for Brands, Data Exploration, Custom Dashboards

INTRODUCE AUTOMATION IN RECURRING TASKS

Map processes by business line and fully transfer operations in ARM

STREAMLINE & AUTOMATE

Collaboration Tools, Integrations, Planning, Workflow Automation

ENABLE FORECASTING & REAL-TIME ADJUSTMENTS

Leverage AI to improve budget reallocations, and streamline media execution

IMPROVE RESULTS

Predictive Planning, AI Suggestions Engine

3. DESTINATION POSTCARD & IMPACT

FULL GOVERNANCE

EFFICIENCY

BETTER PERFORMANCE

100%

Spend Transparency

-36%

Operational Cost Reduction

-15%

Cost per Acquisition