

How Dixon Schwabl + Company (DS + CO) Improved Media Operations with Basis

Explore how DS + CO leveraged Basis' built-in automation to prioritize and achieve their business goals while reducing tech stacks and manual, time-consuming tasks.

Dixon Schwabl + Company came to Basis with a critical goal in mind—to guide their teams & departments towards a future-oriented business that brings efficiency and innovation to their internal systems and clients.

THE CHALLENGE

In early 2019, DS + CO faced evolving team and client needs, driven by internal shifts and a diverse partner base. Managing clients from large agencies to small nonprofits made scalability a key challenge, requiring a solution that ensures efficiency across all sizes and budgets.

- Onboarding systems were increasingly convoluted.
- Their DSP required constant management, training, and resources to stay current.
- The team frequently relied on different point-solutions to address specific client needs.
- Identifying the right tech across multiple tools and platforms was time-consuming.
- Managing various platforms and ensuring internal integrations at every step added to the complexity.

THE SOLUTION: Basis + DS + CO

DS + CO sought a solution that offered scalable tools for both B2B and B2C clients of varying sizes, access to trusted third-party data and measurement partners, and the ability to still maintain ownership and control of their processes.

By partnering with Basis, they gained access to the robust ecosystem of third-party tools, technologies, and integrations that Basis offers on their clients' behalf. The Dixon Schwabl & Company team transitioned seamlessly through onboarding and achieved a stable foundation with the confidence to independently manage, optimize, and measure their campaigns moving forward.



Our team felt really confident by the time we parted ways with [the onboarding team]. We were really in a solid place to take that over and manage our campaigns on our own.

**—Malorie Benjamin, Chief Transformation Officer
Dixon Schwabl + Company**

How Dixon Schwabl + Company (DS + CO) Improved Media Operations with Basis

Explore how DS + CO leveraged Basis' built-in automation to prioritize and achieve their business goals while reducing tech stacks and manual, time-consuming tasks.

THE TRANSFORMATION

With the Basis team, DS + CO was able to:

- Use a customized and diverse set of privacy-friendly strategies to inform their media buying approach.
- Minimize use of point-solutions & tools.
- Increase operational efficiency across their media teams.



The business needs that Basis solves for our organization are really around efficiency and driving that forward for the organization and also innovation.

**—Malorie Benjamin, Chief Transformation Officer
Dixon Schwabl + Company**

WHY IT WORKED

1

Unified View of Performance

Basis provided a single source of truth where DS + CO could enter data, plan, buy, report, forecast, and more all in one place—with a seamless connection to their other integrations.

2

Automated Workflows

DS + CO consolidated their plethora of tech solutions, reduced friction, and empowered their team to focus on strategy, the media buying process, and client engagement.

3

More Than Just a Platform

Basis served as an external extension of the DS + CO team, solving any arising issues and digging into partnerships and opportunities to address any new client issues that hasn't been dealt with before.



For us, there's sort of a never-ending resource in terms of thought leadership, which is a really great thing that our team continues to tap into.

**—Malorie Benjamin, Chief Transformation Officer
Dixon Schwabl + Company**

Maximizing Efficiency with Automation for What Really Matters at Dixon Schwabl + Company (DS + CO)

Explore how DS + CO leveraged Basis' built-in automation to prioritize and achieve their business goals while reducing tech stacks and manual, time-consuming tasks.

WHY IT WORKED (cont.)

4

Time Saved for What Really Matters

The team saved an incredible amount of time on manual, repetitive tasks, identifying individual point-solutions to solve different client problems.

5

Up-to-date Industry Trends & Research

Basis kept Dixon Schwabl & Company up to date with vertical briefs that covered relevant industry trends, media consumption, and subject-matter experts' perspectives from a current events' standpoint.



We love the vertical briefs that Basis provides us. Those are just an invaluable second set of research resources that are awesome to kind of tap into more information. We can't get enough of those, so please keep them coming, Basis.

**-Malorie Benjamin, Chief Transformation Officer
Dixon Schwabl + Company**

ABOUT THE CLIENT

Headquartered in New York, Dixon Schwabl + Company is a full-service marketing agency that specializes in designing and executing creative, data-driven solutions to complex business challenges, PR strategies, and more.

DS + CO is a certified Women Business Enterprise and honored to be named to Fortune's Best Workplaces in Advertising + Marketing by Great Place to Work.

Industry:
Marketing & Advertising

Company Size:
50-100 employees

Location(s):
USA

Key Goals: Automate workflows, consolidate point-solutions & tools, and maximize time efficiency