

# How Miles Partnership and Ad+genuity Grew Their Media Spend 68% in One Year

Discover how Miles Partnership and Ad+genuity scaled smarter with Basis – growing their client base by 85% and running 350+ campaigns in just five years.

Basis initially supported Miles Partnership as a programmatic provider – but as the agency’s needs evolved (including the creation of Ad+genuity), so did the relationship.

Miles Partnership and Ad+genuity scaled smarter with Basis – growing their client base by 85% and running 350+ campaigns in just five years by building the media agency directly on Basis’ platform to bring programmatic in-house.

With this vision, they saw significant campaign volume increase and operational agility:

**68%**

YOY Increase in media spend (2022-2023)

**12%**

More brands in 2024 (10% more campaigns compared to 2023)

**\$79M**

In total ad spend in Basis in 2024



*With Basis, it allowed us to have a direct connection between other vendors from an RFP standpoint, eliminated the amount of emails going back and forth between planners and partners.*

**–Rachael Root, VP of Programmatic Media  
Ad+genuity**

## THE CHALLENGE

Miles Partnership’s digital media operations were split across multiple systems and vendors, leading to inefficiencies, data silos, and time-consuming manual tasks.

- 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 internal integrations at every step added to the complexity.

## THE BENEFITS: Basis & Miles Partnership + Ad+genuity

The new model built together was scalable, efficient, and adaptable to new verticals, empowering Ad+genuity to move faster, reduce operational overhead, and focus on what they do best: driving value for their clients. This allowed for:

- Seamless alignment between strategy & execution
- Independent media buying and workflow management
- Continued access to Basis’ expertise, training, and hands-on support
- Management fee execution for bringing buying in-house

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## WHY IT WORKED

- 1 Unlocked Revenue Channels**  
Ad+genuity quickly became the largest revenue driver for Miles Partnership via programmatic buying expansion into additional verticals.
- 2 Unified View of Performance**  
Basis delivered a centralized, clear, and real-time view of media health, campaign success, and revenue outcomes.
- 3 Adaptive and Customized Partnership**  
Basis' team provided customized workshops, AdTech Academy certifications, and onsite training.
- 4 Enhanced Performance and Autonomy**  
Ad+genuity more than doubled their digital media management business, improving campaign precision, oversight, and ROI.
- 5 Team Growth, Managed Efficiently**  
With the rise in both spend and volume, a fifth buyer was added to the team at the end of 2024.

## ABOUT THE CLIENT

Miles Partnership is a global strategic marketing consulting firm focused exclusively on promoting travel and tourism.

In 2020, they launched Ad+genuity, a subsidiary full-service digital media buying agency, centered around developing omni channel strategies for both paid social and programmatic advertising.

Together, Miles Partnership and Ad+genuity build trust with their clients with transparent media buying strategies focused on delivering their messages on brand safe, qualified placements with speed, precision, and scale.

**Industry:**  
Marketing & Advertising

**Company Size:**  
300-500 employees

**Location(s):**  
USA/Australia/Europe

**Key Goals:** Scale programmatic buying, streamline operations, and automate workflows