

Case Study

Mediaocean Uses the Gotransverse Solution for Complex Usage-Based Calculations on Billions of Dollars of Ad Revenue at a Reduction of Close Time

Overview

Mediaocean is the system of record for the advertising world. The company's traditional and digital media management platforms enable agencies and brands to oversee coordinated, global advertising campaigns —from planning and buying, to analyzing and optimizing, to invoicing and payments.

Mediaocean implemented the Gotransverse billing solution to handle its high-volume, extremely complex, usage-based billing for media placements, including tiered rate discounting, monthly usage rating and re-rating, true-up processing, billing hierarchies, invoice generation and distribution, usage data extracts, custom reporting, multi-currency support, data mediation, variable discount rates, and complex tax calculations.

By standardizing on Gotransverse, Mediaocean has been able to scale processing and rating of billions of dollars in advertising spend, improve billing accuracy to up to 7 decimal points, and shorten time to close billings by 22 percent.

By the numbers

Scaled processing and rating of billions of dollars in advertising spend

Time to close shortened by 22%

Billing accuracy improved to up to 7 decimal points

Industries

Media and Entertainment

Company



Mediaocean is the global system of record for the advertising world, bringing together brands, agencies, media owners, technology and data partners closer together. A platform to control critical data related to marketing investments, Mediaocean enables end-to-end management of campaigns - from planning, buying, and selling—to analyzing and optimizing—to invoicing and payments. Mediaocean processes \$150B in annual media spend, employs 950 people, and is part of the Vista Equity Partners portfolio of software companies.

Advertising. Powered by Mediaocean.

A High-Volume, Extremely Accurate, and Complex Usage-Based Rating Engine was Needed

Mediaocean serves more than 100,000 users across advertisers, agencies, broadcasters and publishers worldwide. When it became clear that its legacy billing system couldn't keep pace with growing demand, Mediaocean began searching for an alternative billing platform that offered scalability, accuracy, and would integrate with other critical business services providers. The company is part of the Vista Equity Partners portfolio of software companies and uses Salesforce for CRM, Steelbrick for CPQ, Dell Boomi for business processing, and NetSuite for ERP capabilities.

“We chose Gotransverse for three primary reasons: its outstanding ability to automate complex pricing and billing scenarios, its ability to integrate with our existing providers, and its ability to scale with the growth of our global business.”

Doug Polignano
SVP of Finance and Global Controller of
Mediaocean

For precise billing calculations, the Gotransverse solution starts with the rating engine that pulls in advertising spend data from Dell Boomi and performs a series of calculations based on custom tiered rate tables for each advertiser account's grouped services and usage. By accumulating usage across multiple related accounts and services, the Gotransverse system is able to calculate a precise discounted rate for Mediaocean customers with contracted high-volume usage discounts.

The rating engine tracks accumulated usage over time and can manage volume pricing over a customized schedule such as Mediaocean's yearly contracts. All that data is then sent to NetSuite for final invoice, payments, accounts receivable, credits, and dunning.

“Our customers use our platform to manage campaigns across a myriad of media and services, investing millions of dollars in the campaigns so there is no room for error. Gotransverse gives us the accuracy and visibility we need to help customers realize the full potential for our sophisticated advertising workflow. Our billing team was excited to see that the Gotransverse billing system could handle our high volumes, was more accurate at invoicing than our legacy system, and reduced our close time 22%.”

Doug Polignano
SVP of Finance and Global Controller of
Mediaocean

Products Used:

Usage and Rating

- Usage-based pricing, including tiered rate discounting
- Rating and re-rating

Billing and Invoicing

- Billing Hierarchies
- Invoice generation and distribution
- Usage data extracts and custom reporting

Tax Essentials

- Complex tax calculations

Ready to get started?

Get a customized demo with a billing expert.

Request a Demo

About Gotransverse

Gotransverse provides cloud-based software that enables companies in any industry to operate as a subscription business model, including the often challenging aspects of usage-based pricing and monetization at massive scale. Founded by globally recognized billing experts, the company offers an intelligent billing and subscription management platform that automates the subscription order-to-cash process, including billing, rating, collections, mediation, analytics, and revenue recognition.

Gotransverse was founded in 2008 and is headquartered in Austin, TX. For more information, visit www.gotransverse.com.