



An interview with David Goodfellow, Radio Trading Manager at Wavemaker*

Wavemaker's solution to trading more effectively & efficiently



WHAT INSPIRED YOU TO CHOOSE LENS?

Well, the system we'd used for years, not without issues, was finally being retired. Frankly, it was long overdue. So it was an opportunity to look at our current and future needs and determine which system would get us ahead in the game.

WHAT ARE THE ADVANTAGES?

The big one right off the bat is that Lens is a web-based platform. That allows it to be used anywhere on any device with access to the Internet. We get easy, instant access and don't have to worry about installing programs on local computers. And the Lens buying platform is integrated into the core product. So all our proposals and schedules are in the same place as our analysis. It doesn't get much easier or more efficient than that.

“Once we got the hang of Lens, it was incredibly easy to operate.”

DID YOU ENCOUNTER ANY ISSUES?

Of course we worried about adopting a new platform, because people get comfortable with what's familiar. But it was obvious that NLogic had studied the buying process and fully grasped what agencies need. They have a great support and client service team which really made the whole transition and overall adoption very smooth.

FACT:
Time to complete a buy was cut by over
50%

HOW IS IT GOING SO FAR?

They claim that Lens was designed to be easy and intuitive. And it proved to be true. It was easy for the team to adopt and integrate and NLogic helped with the training. Once we got the hang of Lens, it was incredibly easy to operate. They also follow up to learn how to keep improving it going forward.

SO WHAT ABOUT THE RESULTS?

First off, Lens dramatically reduces the chance of errors. It eliminates the manual steps of other systems, and enables us to do submissions and bookings electronically. So we see faster, more efficient buys. And quicker turnaround on requests for market reach/frequency, rankers, trending. On everything, in fact.

Lens for radio brings buyers and sellers closer together through automation and increased efficiency. It allows you to save time and avoid errors with buyers and sellers on the same platform; managing, sharing, and viewing campaigns in one place. It also helps reduce training time and costs across multiple tools by choosing Lens for radio as your single end-to-end platform for analysis, trading and booking. Contact us today to learn more about Lens for radio.