brax

How Brax Has Helped MVF Simplify Their Workflow, Saving 90+ Hours Every Month

SUCCESS STORY

"

"If you spend a lot of time running native campaigns across a lot of different platforms, Brax can massively speed up the process."

HEAD OF NATIVE, MVF

MVF

MVF combines a deep knowledge of digital marketing with a data-led approach to customer generation. The end result is a proven solution that ambitious businesses around the world use to accelerate growth.

HIGHLIGHTS

CHALLENGES

- Eliminating workflow redundancies and time-consuming processes

- Introducing automation to allow staff to focus on more critical tasks

- Aggregating native ad info for easier management, analysis & optimization

SOLUTION

- Easy method for the entire team to organize and re-use ad creatives

- Multiple client accounts across different ad networks aggregated in one place

- Holistic view of native channel & ad creative performance aggregated in one place

RESULTS

- Access your Creative Library whenever you want to streamline ad building

Challenges

STREAMLINING TEDIOUS AND TIME-CONSUMING PROCESSES

Every business has to cope with tedious but necessary tasks that eat up staff-hours and bog down workflow efficiency. Figuring out how to optimize those processes is important.

That was the challenge MVF needed to solve. Before Brax, each campaign required them to recreate ads from scratch across every ad network. It resulted in a lot of duplicate work that was both tedious and time-consuming—and it stole precious hours away from more important tasks.

> "We wanted to speed up the process of launching new apps and remove boring tasks, like copying and pasting information across multiple platforms. That was our primary motivation," explains the Head of Native at MVF.

With only 15 team members in its Native advertising department, MVF needed to make sure that every person's time was spent efficiently. Their success hinged on being able to manage as many campaigns as possible without sacrificing quality.

> "We're always aiming to automate menial tasks so our people can spend time on more high impact tasks, like coming up with ideas, writing new articles, improving design, and testing what works."

brax

MVF needed a way to aggregate all of their native ad accounts into one place—something clean and intuitive that would simplify ad management, analysis, and optimization. Something like Brax.

> "We're always aiming to automate menial tasks so our people can spend time on more high impact tasks, like coming up with ideas, writing new articles, improving design, and testing what works."

"

"We wanted to speed up the process of launching new apps and remove boring tasks, like copying and pasting information across multiple platforms."

Solution

A ONE-STOP CAMPAIGN MANAGEMENT PLATFORM

Today, Brax is an integral part of MVF's ad creation process. The platform makes it easy for MVF to manage their ads by connecting each client account on one interface under one login, make changes at scale, and control who has access.

> "My team uses Brax every day to create ads, refresh ads, and come up with new angles we can use to help our customers."

brax

> "If we need to automatically pause publishers, we use Brax. If we need to make bulk changes across all of our campaigns, we use Brax. It helps us accomplish mundane tasks almost instantly."

By integrating with native channels such as Google Analytics, Yahoo! Gemini, Outbrain, Taboola, and more, Brax makes it easy for the Native Team to measure campaign success and make improvements.

Plus, Brax includes many features that allow MVF to build robust ad campaigns with minimal effort. For example, the Creative Library allows them to build ads once, keep them organized, and then reuse and refresh them whenever they need to.

While MVF uses almost all of Brax's features on a regular basis, their favorite by far is Bulk Upload for Ads.

> "Uploading ads in bulk saves us time by taking care of boring and repetitive tasks. But there are lots of features on Brax and we have used them all in some way."

It's not just the utility of Brax that won MVF over. It's also the responsive and ongoing support they receive from Brax's team.

> "They really care about their product and your feedback. For example, we told them we'd like to be able to create a campaign or a load of ads and control when they would be added. A short time later, they developed a scheduling feature, which is pretty nice."

brax

"

"My team uses Brax every day to create ads, refresh ads, and come up with new angles we can use to help our customers."

—

Results

90+ HOURS SAVED EACH MONTH

MVF's Head of Native estimates that by automating time-consuming tasks, Brax saves each team member anywhere from 1–2 hours every week—total time-savings of 90 hours or more every month.

> "We have 15 people on our team. Add up how much time each person saves over the course of a month, and that's pretty significant," the Head of Native says.
>
> "With our boring tasks more streamlined, we've been able to reinvest our saved time into more interesting things—creating new pages, performing additional tests, and more."

It's hard to overstate the benefit of this for a company like MVF, which runs a lot of native ad campaigns across multiple platforms.

↓

brax

> "Brax is a niche product—but if you're in that niche, it's really useful, because all your data is in one place and it can automate essential tasks for you. If you spend a lot of time running native campaigns across a lot of different platforms, Brax can massively speed up the process."

Brax has become such an integral part of MVF's day-to-day process that now it's hard for their team to imagine juggling all of their campaigns without it.

> "We went without Brax for a week and I heard so many complaints," the Head of Native adds. "My team is a big fan of Brax, and we'd hate to lose it."

"

"With our boring tasks more streamlined, we've been able to reinvest our saved time into more interesting things—creating new pages, performing additional tests, and more."

—

brax

brax

Want to create ads and manage campaigns in one place?

Brax makes it easy.

LEARN MORE