

## How Pathlabs Seamlessly Supports Simantel's Media Team—and Helps Unlock Fresh Growth Opportunities

### Case Study



“The quality of the team at Pathlabs is second to none. What you get in terms of their capabilities, the strategic thought of the organization, and how they approach and execute digital media, is amazing.”

**Clay Deal,**

Associate Media Director, Simantel

## Highlights

### Challenges

- Losing several key digital media staff in quick succession
- Lacking bandwidth to meet Fortune 100 client's sky-high expectations
- Lacking time to backfill lost positions
- Needing a digital partner to step in and seamlessly service clients

### Solution

**Simantel brought in Pathlabs, who:**

- Provided a large team—at speed—to fill short-term resource gap
- Seamlessly plugged voids in manpower, including digital media planning, execution, and reporting
- Freed up Media Director to pursue new opportunities
- Launched new initiatives from the ground up
- Provided the personnel and expertise in digital media to scale agency growth

### Results

- Solved immediate resource challenges
- Executed digital media for most important brand
- Saved 20hrs a week of leadership resource
- Created new growth opportunities
- Perfect partner for managing execution of digital media

## Client

### Simantel

Simantel is a leading US marketing agency.

Its 100+ staff create memorable customer experiences for some of the world's biggest industrial brands.

All the work Simantel does supports a comprehensive approach to Customer Experience (CX).

They've built their business on crafting positive, engaging customer experiences at every point in the industrial consumer journey.

## Challenges

### Servicing a Fortune 100 company with reduced manpower

Simantel's Associate Media Director Clay Deal had a problem.

Like most businesses—of virtually every size and industry—the agency was feeling the impact of 2021's 'Great Resignation', triggered by the COVID pandemic.

Several key personnel left the media department, leaving Clay with a resource crunch.

His biggest concern was how to service their most important client—a Fortune 100 company with sky-high expectations and targets.

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**“It was a question of how do we continue executing within the media platforms, providing the same level of service and no interruption, with reduced manpower?”**

There was no obvious answer—and the stress was keeping Clay awake at night.

He didn't have time to recruit and train new talent to fill the immediate resource gap. The only obvious fix was to take on the extra workload himself.

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**“The situation was so intense, it felt like a five-alarm fire,” says Clay. “I thought it might mean 80, even 120 hours of work a week for me! At that stage, I didn’t know exactly where we were going to end up.”**

## **Proactively stepping up to the challenge**

But Clay's a leader who's passionate about his clients' success, and he wouldn't be beaten.

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**“One thing I love about Simantel is how resourceful and proactive we are,” he says. “There was an atmosphere that no matter what happened, we were going to get through this, work everything out, and everything would be fine for our clients.”**

Clay knew the priority was to get over the initial resource hump until they could backfill lost positions.

That's when a member of his network recommended Pathlabs—a high-performing digital media partner that could step in as a stop-gap to deliver complex media placements.

But bringing in an outside partner brought its own risks. Delegating critical tasks for their most important client required considerable trust.

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**“There's always a concern when you start a new relationship that the partner could over-promise and under-deliver,” says Clay.**

**“I was also concerned about the time commitment required to articulate the processes that have made us successful for 40 years. I'd need to communicate so much complexity before they could even start getting stuff done!”**

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## Solution

Pathlabs solves the short-term resource crunch— and services high-profile clients without a hitch

### Winning trust and hitting the ground running

A discovery call with Pathlabs’ leadership team was all it took to win Clay’s buy-in.

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“As soon as we got on the phone with Pathlabs, there was an immediate sense of calm,” he says.

“Their business model supported exactly what we needed. Their personalities and demeanor were in sync with ours and something clicked in me that they shared our values and commitment to over-delivering on every piece of work.”

In particular, Clay appreciated that Pathlabs could:

- Provide a large team—at short notice—to meet their clients’ digital media needs across multiple platforms
- Seamlessly plug specific voids in manpower, including media planning, execution, and reporting
- Manage the intricacies of campaign execution, so Clay was freed up to run his department and grow the business

## Solving the short-term resource crunch

Clay had been nervous that bringing Pathlabs up to speed on complex internal processes would be a major time commitment. In fact, it was a breeze.

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**“With Pathlabs, they had so much knowledge of digital media that they immediately understood and grasped how our systems worked. Onboarding Pathlabs had very little impact on my workload,” says Clay.**

During a handful of meetings, the partners established where Pathlabs would plug into the process and determined their accountabilities.

In very short order, Pathlabs had the team in place to solve Simantel’s resource crunch. This was particularly impressive because Simantel was running around 30 different campaigns for their principal client: a huge amount of work to bring under control!

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**“Pathlabs was able to quickly jump in, recognize how we did things, devise plans for ownership of various platforms, and segment out the workflow,” says Clay.**

With Pathlabs now working as a seamless extension of Simantel’s team, Clay could manage the media workload appropriately. As a result, Simantel serviced all the digital media needs of its most important client. No bumps, no problems.

One of the reasons Pathlabs was able to get so much done so quickly is because they only work with agencies. They’re built for that specific purpose, so they understand agency processes inside out—and can plug in quickly, without any friction.

As trust in Pathlabs grew, Clay asked their team to launch new initiatives from the ground up—across their vast client base.

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**“Pathlabs provided so much value, built out campaigns, QCed different ad platforms, ensured our creative assets were correct, and tracked and reported results,” says Clay.**

**“They became a trusted full-service digital media partner—and a team I could depend on.”**

## Scaling agency growth with Pathlabs

With the time saved from Pathlabs, Clay has successfully built up his media team and in-house media capacity. But Pathlabs showed such a comfort level with all aspects of the digital media ecosystem, Clay remains keen to expand the relationship.

He's now looking to leverage Pathlabs as an ongoing partner as Simantel continues to grow and branch out.

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"We have more confidence to pursue new business at full steam with Pathlabs on the team," says Clay.

"They're a great partner and resource. If we have a sudden influx of media business that we don't have time to adequately hire for, we can still deliver high service levels with Pathlabs. We trust them to meet our capacity needs and serve our customers seamlessly in the background."

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# Results

## 20hrs of leadership time saved every week—and exciting new opportunities to scale the agency

Initially, Simantel saw Pathlabs as a low-risk way to plug a critical resource gap. Now, they're a trusted partner.

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"I'm hoping in future to collaborate with Pathlabs to grow digital media as a standalone service," says Clay. "This kind of growth normally requires a lot of fixed costs in terms of tech and personnel. But with Pathlabs' expertise, we hope to scale our digital media revenue in a more profitable way."

Clay is pleasantly surprised by how much Pathlabs has accomplished for the business, all driven by its top-notch team.

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"The quality of the team at Pathlabs is second to none," he says. "What you get in terms of their capabilities, the strategic thought of the organization, and how they approach and execute digital media, is amazing."

For Clay, Pathlabs is the right choice to accelerate growth.

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"Growing a media department typically takes months of hiring and years to train up the team," says Clay.

"But Pathlabs hastens that process. They supply you all the support you need from a digital media standpoint and help you accomplish the goals that you, your team, and your clients need."

Pathlabs eliminated stress and workload for Clay.

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"Pathlabs gave me at least 20 hours of bandwidth back every week, because I didn't have to be hands-on in platforms and checking multiple items, because I could rely on them to get that done for us," he says.

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“This allowed me to do my job the way I imagined it: to interface with our other teams, be available for more meetings and conversations, and pursue new endeavors.”

Best of all, Clay appreciates how Pathlabs seamlessly became an extension of his team and delivered value at every turn.

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“With Pathlabs, you get a team of people that function as another arm of your own team,” he says. “They have proven expertise and hit the ground running—without needing weeks of training to get up to speed.”

“I can’t say enough good things about them. Like, I love them as folks. They showed personal attention to what I was going through—and their desire to help me solve our problems was really special.”

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# Pathlabs

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Pathlabs helps agencies grow  
their media business

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