



MEDIA RELEASE

Online advertising simplified – world first technology

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Digital marketing technology provider Facilitate Digital announced today the release of a world first, fully integrated online campaign management capability.

‘This is a major step forward for the industry’, said CEO Ian Lowe. ‘Integration of Australia’s leading briefing and buying system – Symphony – with Facilitate Digital’s online ad delivery platform automates the, until now, manual process of trafficking, a process that traditionally been time-consuming, intensive and costly.

Facilitate Digital’s integration with Symphony means superior cost efficiencies for agencies and corporate clients. The integration brings an unprecedented level of speed and accuracy to the online campaign management process. This is a crucial development to improve return on investment for all digital marketing stakeholders.

Facilitate Digital is delighted to be at the forefront of an inevitable evolution towards fully automated, integrated campaign management systems. This is an outstanding, world-first opportunity for the Australian industry’ stated Lowe.

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