

## ADELPHIC CLIENT TESTIMONIALS – CUSTOMER SERVICE – VIDEO TRANSCRIPT

### **Natalie Panciera:**

I work for a company called Intermark Group out of Birmingham, Alabama. We're a full service advertising agency with a robust media department.

### **Natalie Panciera:**

Our breaking point with our former DSP actually came due to, we couldn't get in touch with them at all for a period of almost a week, and we actually lost a client because of it. We knew that we needed to find a partner that could hold our hand through the self-service DSP and Adelphic did, and still is doing, just that. They're always there as a true partner to help us, through making our clients happy, and it really does feel like our clients are their clients too.

### **Claire Russell:**

We are Fitzco in Atlanta. We're a fully integrated ad agency, so we do everything from media to creative to strategy to production. I think one of our biggest challenges in some of the other DSPs that we've used in the past is there's next to no support, so we're used to like live chatting into their offshore support team. And the support is what was, by far and away, the biggest differentiator for Adelphic. It wasn't just reactionary support, meaning like, hey, this thing isn't working, or I can't click on this thing or our billing's wrong. It's really more of the high touch strategic support that we've gotten from them that's helped us plan and buy more effectively throughout the year.

### **Jill Petersen:**

CompassPoint is a mid-sized media agency that sits within McCann Worldgroup servicing clients across CPG, retail and healthcare. Working with Adelphic has allowed our teams to be a lot more efficient with their time, as we're able to work in a single platform across channels versus having to go direct to partners to pull together media recommendations.

### **Claire Russell:**

Adelphic has taken care of the tech portion so that our team can focus their time on the higher added value, strategic components. It's really their ability to help us drive the strategy and help us continue to think about things that we're not even seeing down the tracks or ways that different pieces of our buy can be connected or things that we can test along the way.

### **Natalie Panciera:**

Adelphic made promises, and then they kept them. They followed through with everything, with the level of transparency, control, customer service. They've exceeded our expectations.

**Jill Petersen:**

The team that we have at Adelphic is much more hands on and is really an integrated part of our team.

**Natalie Panciera:**

We love Adelphic for their platform, for their ease of use, for access. We love Adelphic for their data and their inventory, but overall we love Adelphic because they're helping us get results for our clients.