



“Technology changes so rapidly that we needed to have a solution that we knew would always be updated. Grovo provided that and more.”

Elise James-DeCruise

Head of Global Training, MediaMath

Challenge

MediaMath needed a way to educate clients and prospects on digital advertising. While in-person training had worked in the past, the growth of the company demanded a more scalable solution.

Solution

MediaMath used Grovo's Content-as-a-Service offering to create a series of premium training videos for their internal employee training, as well as for the growing community of learners at the New Marketing Institute—MediaMath's educational arm—where Grovo videos feature prominently.

Results

- Positive results immediately: more than 19 lessons and 13 assessments viewed from the average viewer
- Ability to seamlessly train clients online with an easy-to-use learning platform dedicated to the end user
- Access to unmatched service from Grovo representatives

Industry-leading quality

"After evaluating several vendors, it became immediately clear that they were not able to compete. Grovo met all of our needs and has gone above and beyond to make it an amazing experience."

Unmatched service

"The customer and technical support service is unmatched. How many companies allow you to have a direct phone number to account management and tech support?"

User-focused

"Grovo really understands the challenges faced by businesses today and built its training accordingly. Everything is done with the end-user in mind which has made training simple."

– Elise James-DeCruise, Head of Global Training at MediaMath

About MediaMath

Industry: Technology

MediaMath is the global technology company behind the TerminalOne Marketing Operating System™ and the New Marketing Institute (NMI).

Solutions:

- ✓ Onboarding
- ✓ Training
- ✓ Development
- ✓ Support
- ✓ Compliance

Grovo is a better way to learn at work












