Case Study

Usage-Based Monetization

$150 Billion in Annual Ad Spend

mediaocean

Company Overview

Mediaocean is the global system of record for the advertising industry—bringing together brands, agencies, media owners, and data providers on a unified platform.

Managing over $150 billion in annual media spend, Mediaocean uses AI and machine learning technology to control marketing investments and optimize business outcomes, powering campaigns from planning, buying, and selling to analysis, invoices, and payments.

With a user base of over 100,000 and a sophisticated global operation, Mediaocean needed a highly accurate, scalable, and flexible monetization solution to meet its evolving business demands.

Business Challenge

As media campaigns became more dynamic and data-driven, Mediaocean outgrew the limitations of its legacy monetization system. The organization required:

- Precise usage-based rating with tiered discounting
- Support for yearly contracts, multi-currency, and volume pricing logic
- Seamless integration with core platforms—Salesforce, NetSuite, Steelbrick, and Dell Boomi
- Reduced time-to-close and increased invoice accuracy

Mediaocean sought a system that could automate their complex ad spend workflows, aggregate usage across services, and provide full financial transparency for both their teams and their customers.

Why Gotransverse

Gotransverse was selected as the trusted monetization partner to deliver accuracy at scale and support future global growth.

> *We chose Gotransverse for three primary reasons: its outstanding ability to automate complex pricing and billing scenarios, its ability to integrate with our existing providers, and its ability to scale with the growth of our global business."*
>
> — *Doug Polignano, SVP of Finance and Global Controller, Mediaocean*

Gotransverse's intelligent rating engine pulls in advertising spend data via Dell Boomi, calculates usage across grouped services, and applies dynamic rate tables tied to customer contracts. This allows for:

- High-volume rating and re-rating with up to 7 decimal-point accuracy
- Contracted tiered discounting for media buyers
- Yearly contract tracking with usage accumulation
- Integrated delivery to NetSuite for invoicing, AR, credits, and dunning workflows

Results

With Gotransverse in place, Mediaocean successfully transformed its monetization infrastructure—achieving measurable gains, including:

- Scaled rating and usage processing across **billions in media spend**
- **Shortened time to close** by 22%
- Improved **billing precision**—up to 7 decimal points of accuracy
- **Seamless integration** with existing systems across the finance tech stack

> *Our customers use our platform to manage campaigns across a myriad of media and services, investing millions of dollars in the campaigns so there is no room for error. Gotransverse gives us the accuracy and visibility we need to help customers realize the full potential for our sophisticated advertising workflow. Our billing team was excited to see that the Gotransverse billing system could handle our high volumes, was more accurate at invoicing than our legacy system, and reduced our close time 22%."*
>
> — *Doug Polignano, SVP of Finance and Global Controller, Mediaocean*

Discover Enterprise-Grade Monetization

Request a Demo

About Gotransverse

Gotransverse delivers a fast, flexible billing and revenue management solution. Our intelligent cloud-based software was built by industry experts to handle the most complex pricing models. Since 2008, we've partnered with companies to streamline operations and unlock revenue potential, ensuring they can scale with confidence. From our headquarters in Austin, Texas, Gotransverse leads the way in enterprise monetization. To learn more, go to gotransverse.com.