

## SponsorPay™

### Web Forms for Managing Marketing Tasks - SponsorPay

#### About the business

SponsorPay is a global advertising platform providing brand engagement solutions for advertisers and user acquisition methods as well as content monetization for publishers.

Addressing both web and mobile advertising needs, SponsorPay provides innovative models designed to capture viewers' attention across multi-channel platforms and help brands monetize them by enabling exclusive content.

With a diverse portfolio, their solutions are also targeting premium brands with social video and engagement campaigns.

#### Issue

SponsorPay expansion on a grand scale and its collaboration with thousands of partners made them realize they need a better internal collaboration strategy for managing the marketing tasks.

Before using our web forms they were using emails as an internal task assignment tool, but this collaboration alternative made the task management and progress toward completion hard to track and sometimes requests got lost or forgotten about.

#### 123ContactForm solution

The marketing team of SponsorPay started to search for an effective collaboration alternative that would allow them to keep track of the marketing tasks and would line up with their Google Docs integration needs.

Once reaching 123ContactForm, SponsorPay was convinced this is the right tool to have an efficient internal task assignment and tracking solution. They created a Marketing Task Request Form with deadline feature that allows team members to contact a particular marketing department for each task they create. They also enabled the file upload function which allowed them to attach needed files directly on form rather than sending them separately.

#### Tools used and overall payoff

- Marketing task request form with deadline feature
- File upload fields
- Google Docs integration

The simple contact form that SponsorPay built with 123ContactForm helped them optimize their daily marketing requests and allowed them to save valuable time and energy that conducted in real progress toward the company objectives.

## TESTIMONIAL

*"In the marketing department, we fulfill a lot of internal requests. The forms are a way for other team members to submit requests and a way for us to track them. 123ContactForm helped us save time and kept us organized. We love the 123ContactForm integration with Google Docs!"*

(Joseph Vito DeLuca, Marketing & PR Manager, [www.SponsorPay.com](http://www.SponsorPay.com))

## Summary

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ISSUE



2

SOLUTION



3

PAYOFF

SponsorPay has been steadily acquiring new clients around the globe which resulted in an increase of tasks. They needed a solution to create, organize, collaborate, and share tasks with other team members.

123ContactForm offered the framework to create and effectively assign daily tasks through team members. The forms are integrated with Google Docs, enable simple file sharing and tickets are easy trackable.

Internal task collaboration is done professionally and teams are able to properly develop and yield improvements in productivity, quality and time saving. Forms are helping them keep projects in order and grow team performance.