

# Footballco, the World's Largest Football Media Company, Chooses ADvendio's Advertising OMS

Wednesday 14 June, 2023

ADvendio is pleased to announce our recent partnership with Footballco.

Footballco is the world's leading football content and media business and is home to global football media brand, GOAL as well as leading local market titles, including Kooora (MENA), Calciomercato (Italy), Voetbalzone (Netherlands), and Spox (Germany).

Across Footballco's portfolio of football media brands, it reaches more than 800 million fans a month with content spanning web, social, video, and audio delivered in 17 languages.

Jenny Hancock, Senior Sales Operations Manager at Footballco says "After fully evaluating the market, it was refreshing to work with ADvendio, who immediately understood our needs and offered solutions. We are confident that the ADvendio platform will increase efficiency and automation at Footballco, across all our users worldwide. This is through their standard out-of-the-box functionality, connectivity, and workflow capabilities. Being built on the Salesforce framework, it offers flexibility to support our global business needs which will provide more accurate and insightful data. We look forward to a successful partnership."

Lukasz Wiecek, Footballco's Head of Finance adds "By implementing the ADvendio solution, we plan to use the revenue calculation modules and benefit from a greater integration with our accounting system. It appears to be fit for our purposes and is in line with our accounting policies, therefore I expect ADvendio will be a good improvement for us. Information about open receivables will finally be made available to the sales department and direct costs like rebates and commissions will be captured to get a complete picture of revenue generated."

Angus Dowie, Regional Sales Manager EMEA & APAC at ADvendio says, "This is an incredibly exciting opportunity for ADvendio to showcase our out-of-the-box solution in a well-respected global digital publisher. FootballCo will be a flagship customer for us in the UK market and is demonstrable of our continued rapid growth. The selection process has been a testament to the increasingly specialized requirements found within the modern media organization, and of the ADvendio solution's ability to match these. We can't wait to get started!"

ADvendio's CEO Bernd Bube adds, "ADvendio is delighted to expand into the UK market with Footballco. Our team is ready to commence our partnership and look forward to developing our solution to adapt and support the evolving needs of Footballco as they continue to grow into the future."

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