



# CONGRATULATIONS



**DIMITRIOS  
MISTRIOIS**

## LAUNCH OF AUDIENCE TOOL

Before Audiences tool, sales had ad hoc tools; sellers would spend 45 min to gather Search audience performance reporting (via Adwords, Skywalker, Hornet, Athena). With the new tool reporting and upselling insights can be gathered in less than 5 min, saving 24 FTE.