

How REWE Group Increased Asset Reuse by Over 30%



INTRODUCTION

REWE Group, a global retail giant, grappled with complex content-buying processes. Head of Print- and Asset Management took action to optimize asset pricing and found a solution in the Smint.io Content Buying Portal.

OBJECTIVE

Centralizing the content buying process, improving asset pricing and transparency, digitizing and streamlining content acquisition, and enhance user experience and collaboration.

CHALLENGES

REWE Group faced issues with managing diverse content providers and decentralized processes, leading to redundant purchases, high costs, and license infringement risks due to non-centralized negotiations, resulting in inefficiencies and a lack of transparency.

Key Data

Industry: Retail & Tourism

Use Case: Content Buying Portal

Number of Portals: 1

Users: 1,200 active users across the company

CUSTOMER FEEDBACK

"Users and agencies can seamlessly search, buy, and reuse assets on a unified portal, resulting in significant time and cost savings while mitigating the risk of license infringements."

Head of Print- and Assetmanagement

Results

- ✓ Asset reuse rate more than 30%
- ✓ 400% user growth in two months, surpassing expectation
- ✓ Zero license infringements reported since launch

[Read online](#)