



Viant Technology

Advertising | Technology

Salesforce CRM

Who They Are

Viant® is a publicly traded (Nasdaq: DSP) people-based **advertising software company that enables ad buyers to plan, create, execute, and measure their omnichannel digital advertising investments.** Viant's proprietary, first-party data is linked to 115 million households, over 1 billion connected devices, and is combined with access to more than 280,000 audience attributes from more than 70 people-based data partners to enable scaled and accurate audience targeting and attribution.

Solutions

Viant needed a system to support a complex CRM that ran throughout their organization. As their previous implementation of Salesforce did not align with their needs, Viant began to look for a new implementation partner who could work with them on various projects to enhance functionality and the user experience. In stepped Tokara Solutions to provide ongoing support for issue resolution and enhancements/improvements to their Salesforce CRM implementation. Viant asked that from this partnership, Tokara's team would continue to **support, enhance, and expand their CRM functionality throughout the organization.**

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Massive thanks to the entire Tokara Solutions Team! Having worked closely with their experienced CRM consultants and engineers, this has been the best deployment of Salesforce I have ever had at Viant. Tokara Solutions is a wonderful team to work with! I am looking forward to what is to come!"

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Amy Harrington, Sr. Director, SFDC Administration & Business Analytics

Success Story

Along with Viant's guidance and support, Tokara Solutions provided **Business Analysis and Development/Implementation Support for various functional areas throughout the organization, including revenue and cost tracking related to advertising placement.**

Tokara Solutions remains Viant's trusted Salesforce implementation partner due to their dedication and consistency in providing ongoing support.

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Tokara's dedication towards serving Viant has allowed them to continue supporting, enhancing, and expanding their CRM functionality.

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