

Customer Story

Empowering Procurement: InMarket's Journey to Efficiency with Levelpath

200+

Rolled out to 200+
InMarket employees

80%

Managing 80% of the
addressable spend

Key Benefits

- ✓ Faster approvals and reduced cycle times for improved efficiency.
- ✓ Better spend management by reducing off-contract expenditures.
- ✓ Increased visibility and transparency in procurement processes.
- ✓ Customizable workflows tailored to team-specific needs.
- ✓ Easy adoption with no formal training required and rapid improvements and vendors

InMarket Media, LLC ("InMarket") is a real-time marketing and measurement platform that helps brands drive growth, optimize spend and close the loop between consumer intent and purchase.

Since 2010, InMarket has helped leading brands such as Dunkin', Bayer, Mars, Anheuser-Busch and more connect with consumers throughout the purchase process, including when and where it matters most, while they are shopping. InMarket was most recently recognized as a 2024 Digiday Technology Award winner for "Best Mobile Marketing Platform."





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Michael Leiken
VP of Procurement Strategy

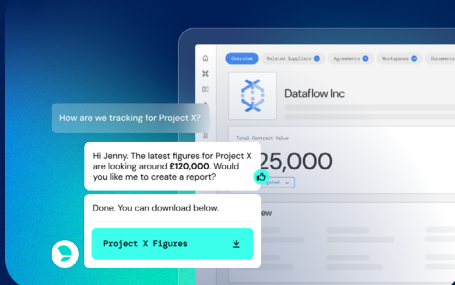
The Challenge

As InMarket's Vice President of Procurement Strategy, Michael Leiken is focused on enabling efficiency, adding diligence and improving the overall management of supplier spend. When looking for a software solution, Leiken sought a program that could manage Procurement and supplier activity, get more spend under management and reduce the risk of off-contract spend to better meet InMarket's needs. That is what led him to Levelpath.

InMarket's Procurement team, which influences approximately 80% of the addressable spend, has quickly seen the impact of integrating a flexible solution that creates custom workflows for the many different request types and individual teams across the company. Since rolling out the platform to InMarket's 200+ employees in January 2024, they have experienced faster approvals and reduced cycle times as well as improved visibility, transparency, collaboration and tracking.

"Levelpath has been key to the continued evolution and success of Procurement at InMarket. The platform is incredibly flexible, allowing us to better meet and respond to the dynamic needs of different teams throughout the organization," said Leiken.

The intuitive nature of Levelpath's platform, which does not require formal training, has received positive feedback from both InMarket's employees and suppliers. Additionally, Levelpath's commitment to quickly implementing iterative improvements based on InMarket's specific needs and often ahead of deadlines has been a critical part of driving greater efficiency and is a testament to the platform's success.



Discover how Levelpath could help your business improve its procurement processes.

levelpath.com