



# LAVEBA Boosts Efficiency with Martech Integration

By adopting censhare's MarTech solution, LAVEBA achieved a double-digit increase in marketing efficiency and streamlined its processes for a consistent market presence.

LAVEBA partnered with [www.premedia.at](http://www.premedia.at) to implement censhare's Digital Asset Management (DAM) system. This implementation tackled LAVEBA's challenges by providing a centralized platform for managing all digital content. This solution helped automate previously manual workflows, streamline marketing processes, and ensure consistency in LAVEBA's brand messaging across all channels. Premedia's integration of censhare into LAVEBA's existing infrastructure, enabled seamless collaboration across departments, reduced content creation times, and ensured faster approval processes. The result was a significant boost in marketing efficiency, enhancing both the quality and speed of LAVEBA's content production and distribution efforts.

*“We’ve experienced a notable increase in operational efficiency, simplifying our marketing processes while enhancing content production quality.”*

*Gabriel Gübeli, Marketingleiter, LAVEBA*

## Challenges

LAVEBA, a Swiss agricultural and retail cooperative, struggled with inconsistent marketing processes and manual workflows, which resulted in inefficiencies and lack of content consistency across various channels.

Integrating a new MarTech system required careful planning to ensure smooth collaboration between various departments and align it with LAVEBA’s existing infrastructure.

## Impact

The introduction of censhare’s solution led to a double-digit improvement in operational efficiency, ensuring faster content creation, approval workflows, and improved consistency across all marketing channels.

### Benefits include:

- Centralized content management
- Improved workflow automation
- Enhanced brand consistency across all markets
- Significant time savings in content production and distribution
- Scalable and adaptable system for future growth
- Streamlined processes that reduce errors and duplication
- Faster time-to-market for marketing campaigns

## Why censhare?

censhare was chosen for its flexible, scalable platform and proven ability to integrate with existing systems. Its robust DAM solution supports LAVEBA’s needs for efficiency, consistency, and growth.

