

## CASE STUDY

# STARCOM AND PUBLICIS MEDIA'S SCORECARD WITH TARGETED PMPS DURING THE WORLD CUP

Starcom, powered by Publicis Media Asia Pacific, partnered with PubMatic on the exclusive launch of a Targeted Private Market Place (PMP) which significantly improved campaign performance and workflow efficiencies during the World Cup for SEA advertisers.

## CLIENT CHALLENGE

Publicis Media Asia Pacific faced three key challenges when planning and buying programmatic advertising campaigns during the World Cup:

- Increased demand for sports inventory resulted in inflated CPMs
- Limited scale with site specific PMPs
- High data cost for generic audience segments

**Success by the numbers  
(during the World Cup)**

## PUBMATIC SOLUTION

Publicis Media Asia Pacific chose PubMatic's Targeted PMP solution to deliver cost efficient audience targeting, reduced operational inefficiency and improved campaign performance.

### TARGETED PMPS ALLOWED:

- Buying teams to implement an audience-led strategy to avoid paying inflated CPMs for contextual targeting during the World Cup
- Easy planning and buying of predefined football-related audience segments built using unique data with matched volumes across PubMatic's premium publishers
- PubMatic to manage the audience targeting, reducing the operational work load for the buying teams
- Publicis Media clients to achieve higher CTRs versus other targeting strategies

**200%**

**Increase in  
average CTR  
for Heineken**

**125%**

**Increase in  
average CTR  
for Tiger Beer**



## SUCCESS BY THE NUMBERS

Publicis Media Asia Pacific partnered with PubMatic to use Targeted PMPs for two global beer brand campaigns during the World Cup:

### HEINEKEN

- Targeted PMPs delivered 200 percent higher average CTR versus contextual inventory targeting strategy\*
- Cost-Per-Click (CPC) is traditionally high for audience targeting as data increases media costs. However, with optimisation Targeted PMP achieved a CPC comparable to an open exchange strategy

### TIGER BEER

- Targeted PMPs delivered 125 percent higher average CTR versus a contextual targeting strategy\*
- CPC concerns were similar for the second beer brand. However, with optimisation Targeted PMP resulted in a lower CPC (approximately 20% lower) than an open exchange strategy.

## KEY CLIENT LEARNINGS

1. An audience-led strategy provided more insights, greater optimisation flexibility and increased campaign planning capabilities for buying teams versus a traditional whitelist strategy.
2. Targeted PMPs provided cost-efficient access to PubMatic's unique data, delivering performance efficiencies that are hard to achieve when buying third-party data.
3. Using prebuilt audience segments with volumes matched across publishers, Targeted PMPs reduced wastage and increased operational efficiency vs site-specific PMPs.

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**“At Precision [a Publicis Media company], we focus on producing solutions that tap into the potential of the entire programmatic ecosystem rather than just reselling ad tech and the partnership with PubMatic is a great example. These results are really compelling and demonstrate how customized solutions can drive real results for our clients. The combination of supply curated around a key global event combined with unique data created real impact and drove great results.”**

**– Jonathan Mackenzie, Managing Director, Publicis Media Asia Pacific**

\*Across a 4-week period during the tournament

## PubMatic

### ABOUT PUBMATIC

PubMatic is a publisher-focused sell-side platform for an open digital media future. Featuring the leading omni-channel revenue automation technology for publishers and enterprise-grade programmatic tools for media buyers, PubMatic's publisher-first approach enables advertisers to access premium inventory at scale. Processing over one trillion ad impressions per month, PubMatic has created a global

infrastructure to drive publisher monetization and control over their ad inventory. Since 2006, PubMatic's focus on data and technology innovation has fueled the growth of the programmatic industry as a whole. Headquartered in Redwood City, California, PubMatic operates 13 offices and six data centers worldwide. For more information, please contact us at [info@pubmatic.com](mailto:info@pubmatic.com)