

PubMatic + dentsu

CASE STUDY: AUDIENCE ADDRESSABILITY

DENTSU REACH NICHE AUDIENCES WITH AUDIENCE ENCORE

Dentsu helps brands grow their customer base and increase loyalty through best-in-class expertise in programmatic media and data-driven digital. Dentsu's trading desk, Amnet, is a trusted source for programmatic buying and audience management solutions.

STORY BEHIND THE SUCCESS

A strategy built on audience addressability is a key element of the planning process for agencies to ensure advertisers reach their intended audiences and minimise overspending and wasted budget. The objective of Amnet's client was to reach tech enthusiasts intending to purchase a premium product during the important Black Friday and Christmas shopping period. Dentsu identified Audience Encore as the solution to reach this niche audience, at scale with data enriched inventory. The objective of the campaign was to generate awareness of the brand through highly viewable digital advertising.

SOLUTION

1. Amnet briefed PubMatic on the campaign strategy, objectives, and target audience
2. PubMatic worked with a data provider that was best positioned to create custom segments using publishers' first-party data. Segments were then sent to PubMatic's Media Buyer Console (MBC) via an API and then synchronised with PubMatic's global inventory to give maximum audience reach
3. Using the Media Buyer Console and PubMatic's Deal Desk the approved segments were added to a multi-publisher PMP deal and pushed to the advertisers DSP seat for activation
4. Not only did Amnet's advertiser reach their tech enthusiast audience, Audience Encore also delivered a 71.86%, above the viewability benchmark of 50%

SUCCESS BY THE NUMBERS



“ We have a great relationship with the Ad Solutions team at PubMatic and this partnership has produced another successful campaign due to the strength of Audience Encore. The team at PubMatic did a great job of curating custom segments that drove scale and value for our client and contributed to a successful campaign. This combined with the deal API tech integration between PubMatic and DV360 really did simplify the process for our traders to activate in real time.

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JOE CAMP
SENIOR MEDIA PARTNERSHIPS
MANAGER, DENTSU