

CASE STUDY

VERVE GROUP AND SCREAM MALMO INCREASE REACH 21% ACROSS UNIQUE AUDIENCES

Scream Malmo, part of the Scream group, is a communications agency that helps brands improve and develop marketing communications through innovative, well-founded, creative advice and data insights. Verve Group is a global consumer-first advertising suite and a leader in consolidating data, demand and supply technologies to create better business outcomes for advertisers and publishers.

STORY BEHIND THE SUCCESS

The removal of third-party cookies from the digital advertising ecosystem and changes to IDFA mean that media buyers require new audience targeting and measurement solutions.

In Sweden, mobile web traffic is higher than desktop, with Safari commanding 54%* market share. In order to maximise audience engagement and reach, media buyers are looking for solutions that enable testing of different audience targeting approaches on mobile web. Testing will help determine which approach is best for each campaign and will thus inform long term strategy.

Verve Group and Scream Malmo partnered with PubMatic to do just this. Testing with PubMatic will help them understand how different identity solutions work in order to develop a long-term addressability strategy for mobile web.

SOLUTION

PubMatic worked with Verve Group and Scream Malmo to devise an audience targeting strategy for a leading weight loss brand looking to target in-market mobile users, that could be activated via PubMatic.

A/B tests were conducted via private marketplace (PMP) deals on the mobile web (iOS & Android) and desktop. In week one the campaign ran without applying an identity solution, in week two the ID5 ID was added to the campaign.

THE RESULTS

The use of the ID5 ID enabled Verve Group and Scream Media to reach and effectively target new consumers on mobile web at scale. Applying the ID5 ID increased campaign reach across all browser types by 21%, on both mobile and desktop. On mobile web alone, there was a 30% increase in reach — rising to 90% on iOS inventory.

SUCCESS BY THE NUMBERS

21%
uplift in
overall reach¹

30%
uplift in
mobile reach²

“Working with PubMatic on our campaign planning and testing strategy has brought new benefits to our clients, with audience addressability at the core. Activating the ID5 ID via PubMatic ensured that we executed our campaign strategy as efficiently and effectively as possible, and we continue to use it in our partnership with Scream Malmo. Our vision to provide privacy-first advertising solutions to our clients aligns with PubMatic’s approach to enable buyers to identify future-proofed audience segments based on first-party data and alternative IDs as it truly helps buyers unlock unique data from specialised verticals directly from the source which is vital for success in a cookieless world.”

CARL LIVERSTAM
MANAGING DIRECTOR NORDICS
PLATFORM161
(NOW PART OF VERVE GROUP)

* Source: "Mobile Browser Market Share Sweden, Oct 2020 - Oct 2021," StatCounter

¹ Based on data from June 7th-13th & June 16th-22nd

² Based on reach generated across all programmatic channels before vs after ID5 activation