

CASE STUDY: CONNECT IN ACTION

PUBMATIC & SEMASIO BOOST CAMPAIGN REACH BY 205% FOR OMNICOM'S OMD NETHERLANDS

STORY BEHIND THE SUCCESS

With third-party cookies continuing to decline and consumer privacy becoming increasingly paramount, it is important for agencies to optimize reach by redefining their audience addressability strategies. OMD Netherlands (NL) was tasked with launching a large-scale programmatic campaign for a multinational delivery services company, with strict targeting requirements. The OMD NL team was aware that applying data segments via their demand-side platform (DSP) partner may limit campaign scale and reach due to lower cookie match rates.

OMD NL was curious whether activating Semasio audience segments via PubMatic's sell-side platform (SSP) would yield better campaign results compared to applying the data segments via a DSP. Together, the PubMatic and OMD teams devised a robust testing strategy to prove the hypothesis. The OMD team utilized Connect to create Auction Package deals based on Semasio data segments to align with the client's objectives.

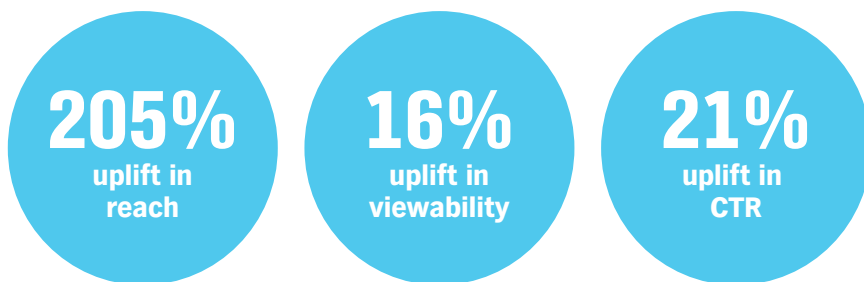
SOLUTION

Tests were carried out across eight Auction Package deals across mobile web and in-app inventory, four of which contained Semasio data targeting created in PubMatic's Media Buyer Console. The other four were set up with the Semasio data segments applied on the DSP side rather than via PubMatic. To maintain the integrity of the tests all other aspects of the campaign were identical.

THE RESULTS

The campaigns with data applied via Connect achieved more than double the reach compared to the campaigns where the same data was applied on the DSP side. It also performed well against other key performance indicators – with a 16% uplift in viewability and 21% uplift in CTR.

SUCCESS BY THE NUMBERS



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Partnering with PubMatic and Semasio has produced another strong campaign result and enabled us to hit our primary objectives on this brief. In the future, we hope to test more audience-driven campaigns with PubMatic. This testing approach has equipped us with the evidence and confidence to migrate more data targeting to be applied by PubMatic's SSP rather than DSP partners. Our collaborative relationship with the Ad Solutions team at PubMatic has yielded benefits for not only for this client but the wider OMD client roster.

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KEVIN DONKER,
PRODUCT LEAD PROGRAMMATIC
OMD NETHERLANDS

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Sell-side targeting is a very interesting industry development. By informing the sell-side of the targeting, advertisers can enable 'traffic shaping' of the right bid opportunities to the campaign. This results in a definitive increase in reach and confirms the strength of sell-side targeting. Through our partnership with PubMatic we are bringing our clients closer to publishers and consumers for enhanced campaign deliverability and flexibility.

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KASPER SKOU,
CEO AND CO-FOUNDER
SEMASIO