

CASE STUDY: MBC

## OMNICOM MEDIA GROUP GERMANY STREAMLINES DEALS FROM 50 TO 1 WITH PUBMATIC'S MEDIA BUYER CONSOLE

Omnicom Media Group Germany is part of Omnicom, a leading global communications, advertising and marketing services group. In the core business, OMG support and advise more than 200 well-known advertising companies in the areas of strategy, communication, media planning and purchasing as well as optimization and research.

### CHALLENGES

Omnicom Media Group Germany identified a need to optimize its supply chains, specifically to increase transparency on the demand side across all formats and channels. Existing solutions only allowed for data segments for targeting to be applied on the demand side and required individual deals to be set up on a publisher-by-publisher basis which was time-consuming.

### SOLUTION

Premium publishers were targeted using PubMatic's Media Buying Console using display, video, and connected TV (CTV) ad formats. The PubMatic team worked with Omnicom Media Group Germany to create a self-service solution with a clearly defined naming convention to enable the team to standardize and streamline campaign setups with complete transparency.

PubMatic's solution was tested and evaluated against all other SSPs available in Germany using A/B testing. Success was based on commercial metrics (CPM), achievement of client key performance indicators (KPIs) as well as workflow efficiency.

### SUCCESS BY THE NUMBERS

All metrics of success have been provided by Omnicom Media Group Germany:

- Number of deals reduced from 50 to one
- PubMatic handles more queries per second than any other SSP
- Increase in net reach driven by SSP-side data segment activation compared to DSP-side

A/B testing has shown various performance uplifts including:

20%

Reduction in viewable CPMs

15%

Reduction in cost per completed view

20%

Decrease in CPA

“ Bringing our activation closer to the sell side has driven substantial benefits in efficiency, transparency and control. We have thoroughly enjoyed our PubMatic partnership and look forward to driving more ROI together moving forward. ”

NICOLAI ALEXANDER HEILAND  
DEPUTY DIRECTOR  
OMG GERMANY

Source: OMG internal data source, the test results from April 2021. All metrics of success have been provided by OMG DE