

## CASE STUDY: CONNECT

# PUBMATIC AND DENTSU IMPROVED CPM BY 37% VIA SELL-SIDE DATA TARGETING

**Dentsu, a leading global advertising agency, helps brands grow their customer base and increase loyalty through best-in-class expertise in programmatic media and data-driven digital.**

## STORY BEHIND THE SUCCESS

The continued fragmentation within the programmatic advertising and identity landscape means that agencies need a way to accurately target audiences, minimise wasted ad spend, and maximise performance. Through dentsu's preferred partnership with PubMatic, dentsu has developed robust testing frameworks for innovative solutions designed to deliver benefits to both the agency and its advertisers.

Dentsu's client — a leading technology brand — sought to understand how to maximise match rates without sacrificing campaign delivery or performance without relying on third-party audience data. Previously, the advertiser applied third-party data to target directly within their demand-side platform (DSP). This approach meant that the advertiser was reliant on a single path of activation with limited insight into whether this was generating the best possible results.

## SOLUTION

PubMatic worked with dentsu to onboard the audience segment IDs that they are run directly in the DSP into PubMatic's Connect for targeting on the sell-side. PubMatic curated individual deals by market and by ad format in order to ensure that granular campaign reporting was actionable. All elements of the campaign setup between the DSP and PubMatic's Connect remained identical.

Once the campaigns went live, PubMatic monitored performance closely and worked with dentsu to ensure the deals scaled to better assess performance against the DSP activations. Centralising the data setup through PubMatic's Connect made the process as efficient as possible as well as reducing any potential troubleshooting required.

## SUCCESS BY THE NUMBERS

The campaigns with data applied via Connect have seen CPM improve by 37% and CPC improve by 2% when compared to the campaigns where the same data was applied on the DSP side.



“ Finding new, more efficient ways to activate data is vital to the success of our client's campaigns. PubMatic's Ad Solutions team helped us to explore new ways to activate data without being reliant on the DSP. By using PubMatic's Connect we were able to get our data partners to pass the usual segments into the platform to be targeted via a deal ID creating a new supply chain with a trusted partner where the data now sits closer to the source of the inventory. By being closer to the inventory, we were able to deliver the activity without sacrificing performance and, in most cases, drive better results. ”

JOE FLACK  
PROGRAMMATIC TECHNICAL LEAD  
DENTSU