

PubMatic + dentsu

CASE STUDY: SSP

PUBMATIC'S SSP IMPROVED DENTSU'S CAMPAIGN CPA BY 45%



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 advertising.

THE CHALLENGE

Dentsu's global addressable media teams wanted to diversify their inventory sources to reduce risk and avoid over-reliance on one of their SSPs. The team also wanted to gather data and insights that would enable them to better understand if the same audiences could be reached more effectively through other supply-side platforms and optimise their approach to media buying.

THE SOLUTION: PUBMATIC'S SSP

When looking to test new media buying strategies, dentsu turned to its preferred partners to establish robust testing frameworks that incrementally provide proof of success before introducing to other areas of the business.

Dentsu created a series of targeted campaigns, with half of them running via PubMatic's SSP and the other half using the original set-up. This campaign configuration enabled the team to identify if isolating PubMatic supply delivered better results. Additionally, this test enabled the team to accurately measure the scale that was possible outside the original approach.

The initial test was conducted across display inventory only, daily reporting was shared across both teams to monitor the integrity and accuracy of the data and optimise campaigns accordingly.

SUCCESS BY THE NUMBERS

The campaigns run on the PubMatic SSP achieved better cost performance compared to the original set-up.

41%
Improved CPM

45%
Improved CPA

“ We wanted to explore additional supply sources to scale audiences and reduce our reliance on a single entity. When PubMatic told us that it was possible to activate these third-party segments through their own exchange, we were keen to test given the strong relationship we have with PubMatic. The results were impressive, we were able to activate the audiences at the same pace without sacrificing performance. ”

JOE FLACK
PROGRAMMATIC TECHNICAL LEAD
DENTSU