

CASE STUDY: CONNECT

PUBMATIC AND HAVAS EXCEED VIEWABILITY TARGET WITH NEW COOKIELESS TARGETING SOLUTION

Havas Media Group is a leading global advertising and communications agency that connects brands with their target audience.

CHALLENGES

The transition to cookieless digital advertising presents media buyers with an opportunity to discover new ways to reach their target audiences and create optimal, consistent user journeys. Havas Media's audience and data platform, Converged, includes ID and non-ID (panel/survey) data for campaign planning, activation, and measurement. Within the Converged platform, media buying teams create addressable audience segments based on first-, second- and/or third-party data.

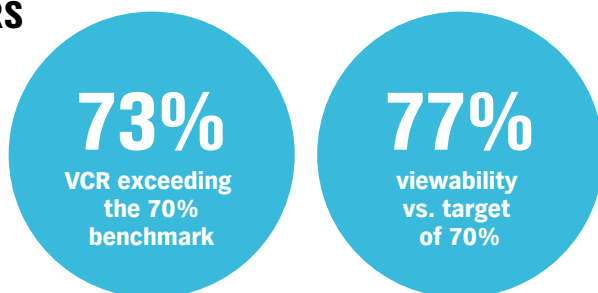
Havas Media was looking for an independent technology partner to help activate addressable audiences for brands, especially in environments where cookies were no longer present.

SOLUTION: CONVERGED TO PUBMATIC CONNECT

Havas Media partnered with PubMatic to activate their data segments in cookieless environments. Data segments created in Converged (which is powered by Mediarithmics) were converted to ID5 IDs, then seamlessly onboarded into PubMatic's addressable solution, Connect, so that these audiences could be matched to publisher inventory. This enabled Havas Media's traders to analyze ID5 propensity on each publisher across PubMatic's video portfolio to curate inventory and increase scale for the campaign.

In addition, Havas Media were also able to activate these addressable audiences on top of their Meaningful Marketplace.

SUCCESS BY THE NUMBERS



Source: Havas-sourced data, Dec 2022

“ By partnering with PubMatic and leveraging their addressable solutions, we've seen a demonstrable uplift in performance across a variety of key metrics. This has enabled us to deliver more value to our clients and maintain a competitive advantage despite the challenges associated with the depreciation of third-party cookies. PubMatic has consistently provided us with world-class support. Their deep knowledge of both the buy-side and the sell-side of digital advertising means that they truly understand how to deliver value for our Meaningful Marketplace. ”

DAVIDE COSTANTINO
HEAD OF DIGITAL HUB
HAVAS MEDIA GROUP ITALY