PubMatic + groupm + SEENTHIS

CASE STUDY: AUCTION PACKAGE

MINIMIZING 2.09 TONS OF CARBON EMISSIONS IN PROGRAMMATIC VIDEO CAMPAIGN

GroupM has a long-standing partnership with PubMatic that is focused on driving supply path optimisation for its brand and performance advertisers.

THE CHALLENGE

With climate change taking center stage in discussions, advertisers seek comprehensive solutions for eco-friendly media campaigns. GroupM France sought partners to execute a sustainable video campaign for a major ecommerce platform. Their goal was not only to optimize media auctions effectively to target consumers at scale but also to maintain control over what they're buying while minimizing carbon emissions.

THE SOLUTION: PUBMATIC'S AUCTION PACKAGES

GroupM partnered with SeenThis and PubMatic, aiming to achieve two key objectives: keeping down carbon emissions associated with digital creative delivery and improving viewability and video completion metrics. Leveraging SeenThis technology's data-efficiency capabilities, they minimized data transfer during creative video in-banner delivery.

Additionally, through PubMatic's collaboration with SeenThis, GroupM streamlined digital advertising data transfer while enhancing user experience and performance through PubMatic's Auction Packages on premium inventory. Together, they demonstrated a simple and effective method to execute scaled, data-efficient video in-banner campaigns.

> " With PubMatic's Auction Package and SeenThis technology, we've achieved incredible results that drove campaign performance across the key metrics — increased viewability and minimized carbon emissions. Our campaign consistently surpassed benchmarks, delivering exceptional results. "

ALEXANDRE CHANTHAVONG
PROGRAMMATIC ACCOUNT MANAGER
GROUPM NEXUS FRANCE (GROUPM FRANCE)

SUCCESS BY THE NUMBERS

This collaboration resulted in a highly successful programmatic activation campaign, achieving not only advertising goals but also minimizing carbon emissions.

49% View Through Rate over the performance goal

31% Viewability over the performance goal

2.09T of carbon emissions minimized = 16,000km driven by car

Source: SeenThis report (19 Sept 2023 – 28 Nov 2023); GroupM Nexus Programmatic data (19 Sept 2023 – 28 Nov 2023)