

PubMatic + MARS

CASE STUDY: ACTIVATE

MARS PETCARE EXCEEDS INCREMENTAL SALES GOALS BY 126% LEVERAGING ACTIVATE

The GREENIES™ Brand offers premium dental treats designed for dogs and cats. These treats help freshen breath, reduce tartar buildup, and maintain healthy teeth and gums. Made with natural, easily digestible ingredients, GREENIES come in various sizes to accommodate different breeds and pet sizes. Mars Petcare, a global leader in pet health and nutrition, ensures that GREENIES promotes optimal oral health and well-being for pets.

THE CHALLENGE

Mars sought to build awareness and consideration for Greenies pet treats among category non-brand buyers. Through their programmatic set up, the team wanted to maximize operational and financial efficiencies. To deliver against these goals, the Greenies team was looking at innovative and effective mechanisms to deliver success.

THE SOLUTION: ACTIVATE

Mars partnered with PubMatic to use Activate, a unified buying platform that enables buyers to maximize operational control and financial efficiency.

Activate enabled Mars to create an optimized path to premium CTV supply, reducing hops and exposure to fees within the programmatic ecosystem. Thanks to Activate's extensive and adaptable data offering, the Greenies' team within Mars was able to onboard and execute custom audience segments, utilizing previous sales data to successfully target category, non-brand buyers and drive ROAS.

The reporting capabilities and high level of transparency Activate offers enabled NCSolutions to use exposure logs for reporting and measurement and report back on key sales metrics, which helped the Greenies' team understand performance real-time which enabled them to optimize quickly to drive performance.

SUCCESS BY THE NUMBERS

- Exceeded sales lift goal by 20%¹
- Exceeded incremental sales goals by 126%¹
- 8% additional media due to streamlined fee structure of a single platform²



¹NCS Sales Lift Study

²GroupM campaign reporting

“ One of the primary goals of our media at Mars is to drive business efficiencies through new and innovative approaches to the way we buy and deliver our media. We were able to accomplish this in spades, by leveraging PubMatic Activate to go direct to supplier, effectively circumventing the standard tech fees that are charged through multiple technology platforms. This was a complete game changer for us, as we were able to take the money that would have been dedicated to tech fees if activated through a traditional supply chain, and instead invest those dollars in working media, driving further efficiencies. ”

JONATHAN TUTTLE
ASSOCIATE DIRECTOR, MEDIA
MARS PET NUTRITION NORTH AMERICA