

# Havas + EDF + FranceTV Publicité

## Havas launches its first programmatic linear TV campaign on Xandr Invest

### The Challenge

Havas wanted to launch a programmatic linear TV campaign for its customer EDF, a global leader in low-carbon energies.

Havas was looking for a platform that can allow it to centralize and consolidate its digital and TV linear campaign into one single platform.

### The Solution

Havas selected Xandr Invest DSP and worked together with the Xandr team to set up the metrics that EDF aimed to meet for the campaign. Via the integration of Adkymia, a Realytics technology, Xandr Invest allowed Havas to run linear TV campaigns at scale and in an automated fashion.

EDF had access to France Télévisions premium inventory via the PMP (Private Market Place) FranceTV Publicité and was able to target its primary audience.

**“Xandr Invest allowed us to consolidate our operations on linear and digital onto a single platform. Partnering with key market players like Xandr will enable us and our buyers to start buying TV automatically and in premium environments.”**

**Kaoutar Benazzi**

Head of Havas Programmatic HUB



### The Results

1,5 M

TV Contacts  
reached



Unified set up UI  
(digital + TV)



Time reduction for  
set up campaign  
launch



Reporting  
available on  
24H