

CASE STUDY | XANDR CURATE

OMG Marketplaces — The OMG SSP

Omnicom Germany leverages Xandr Curate to maintain their own marketplaces: OMX and OMG Marketplaces. By centralizing supply management, Omnicom can offer clients the most efficient access to inventory of trusted publishers via OMX and refine this inventory with data, viewability or other relevant filters via OMG Marketplaces. Furthermore, the multi-DSP approach creates workflow improvements.

The Challenge

Programmatic Advertising is evolving quickly, and the landscape can sometimes lack transparency. This is causing challenges to advertisers and brands.

Complex and opaque value chains, potential brand safety issues and ad fraud are risks for advertisers and brands. They incur inefficiencies for how money flows between buyers and sellers, with intermediaries charging hidden fees and even risking brands' reputation.

The Solution

Omnicom Germany leveraged Xandr Curate as a layer to build their OMG Marketplaces to tackle inequalities and challenges of the market.

OMG Marketplaces bring multiple advantages to Omnicom and their clients. The marketplaces that are built on Xandr's Curate platform improves:

- › **Control and Transparency** over the programmatic Supply Chain by cutting out intermediaries and taking the direct way to supply, reducing the risk of hidden costs and ad fraud.
- › **(Cost-) Efficiency** of buying mechanism and workflows for front agencies and their multi-DSP approach thanks to a centralization in supply management.
- › **Quality of Inventory** as the additional layer allows for inventory curation and enrichment. Exclusive integrations with data providers for pre-targeting reduce additional workload for multiple operations teams.





The Result

↓ 30%
lower CPM

↑ 65%
increase in reach
due to higher matching
rates in SSP

↓ 93%
reduction of deals
that needed to be
set up manually and
selected in DSP by
campaign managers

“At Omnicom we strive for transparency and quality in the programmatic ecosystem. This has become more challenging with the amount of players and resellers extending the supply chain unnecessarily. Xandr Curate gives us the platform to ensure brand safety whilst knowing exactly where each impression is coming from.”

Kristina Craig

Deputy Director OMG Investment Digital,
Omnicom Media Group Germany

“Xandr Curate empowers supply management teams to build strategic, goal-oriented marketplaces for their traders. Omnicom Germany has understood the full potential of our tool and created its own success story based on it.”

Miriam Thome

Sr. Director, Market Sales Development,
Xandr, Central Europe