

CASE STUDY

OMG and smg Advertising

Omnicom Media Group, smg Advertising (ex-Scout24 Advertising) and Xandr demonstrate the use of Programmatic Guaranteed as an additional inventory source for special formats

The Challenge

Avoiding delivery bottlenecks in campaigns while adhering to strict pre-defined KPIs.

As an industry-leading innovator, the Omnicom Media Group, together with smg Advertising (ex-Scout24 Advertising), tested the use of Programmatic Guaranteed as a comparison to the traditional insertion order model.

With the traditional model, offering clients planning security and delivering planned campaign volumes is a challenge that is always present with programmatic open exchange buying. This issue is amplified by the fact that inventory for certain placements, particularly special formats, is not available for private market place deals (PMPs).

The main challenges are:

- › The shift from traditional insertion order to programmatic puts pressure on prices and predictability.
- › The connection of individual data targeting must be possible with the specific booking type.
- › Buying via various DSPs must be possible.

The Solution

Xandr's Programmatic Guaranteed provides more certainty in planning, which leads to more effective budgeting.

With Programmatic Guaranteed the results are:

- › The inventory can be easily calculated.
- › After the activation of the deal, no further optimisations are necessary which enables planning security and facilitates budgeting for the purchasing side.
- › Buyers can make full use of their first-party data to better engage with their audience.

“With Programmatic Guaranteed, we not only get high quality inventory but it is also guaranteed inventory at a set price. This means we don't have to worry about whether we can achieve deliveries or not, because the inventory is guaranteed to us in advance.”

SANDRA MEKYNA

Programmatic Media Consultant

OMG Omnicom
MediaGroup

The Result



Booked volumes can be delivered in full to the agreed target group within the defined period through Programmatic Guaranteed.



Specific campaign optimisations can be made at any time during the campaign.



Specific pre-defined KPI's were achieved in 11 campaigns with special formats and the planned impression were delivered 100%.