

CASE STUDY

Using Connected TV with The Trade Desk, Omnicom Media Group generated additional reach of 85% unique users

Agency:

Omnicom Media Group

Advertiser:

Large Entertainment Company

Method:

Connected TV (CTV)

Private Marketplace Deals

Campaign Goals

- Drive innovation to support the launch of a large entertainment company's new film without sacrificing video completion rate or unique reach

Approach

- Test premium CTV inventory availability using The Trade Desk's Publisher Management Platform and delivery as the launch partner for TTD in EMEA
- Monitor pacing and performance in real time to optimize as needed

Results

- Reached 84% unique users in Germany and 87% in the Netherlands
- Achieved 88% completion rate in Germany and 92% in the Netherlands

With the upcoming release of a large entertainment company's new film, Omnicom wanted to expand its campaign's unique reach among movie enthusiasts. Always willing to try new methods and tactics, the agency turned to CTV to achieve its goals — the first in the EMEA market to test this fast growing channel.

Omnicom used The Trade Desk's Publisher Management Platform (PMP) to access premium CTV inventory, targeting both always-on deals and deals that the agency set up with specific publishers. The Trade Desk's self-serve UI allowed Omnicom to do all of this in just a few simple steps.

After launching its campaign, Omnicom used The Trade Desk's reporting and insights to monitor performance and optimize in real time to make sure its goals were met.

As a result, by the end of the campaign, Omnicom's final reach included 84% unique users in Germany and 87% in the Netherlands. But expanding its audience didn't sacrifice any quality — the campaign finished with an 88% completion rate in Germany and 92% in the Netherlands.

