

# Bringing customers to the table with an omnichannel strategy



## CASE STUDY

**Client:** OMG

**Method:** Omnichannel

### THE RESULTS



**92%**

completion rate on  
Connected TV



**96%**

completion rate on audio



**0,251€**

click-through rate on display,  
exceeding 0,2€ goal

### Raising awareness for a time-sensitive promotion

For a popular fast-food restaurant known around the world, brand awareness is not usually a top priority. Instead, the restaurant tends to focus on advertising products and promotions — in this case, awareness for a special edition mug in Spain, which was given to customers for free with certain orders from its coffee menu.

The restaurant wanted to try something new and innovative in its digital planning. Its agency, OMG, suggested a 360° omnichannel campaign with clearly defined KPIs. At the top of the funnel, the agency aimed to maximize completion rates on Connected TV, radio, and video. At the middle and lower end of the funnel, they deployed display ads and optimized toward viewability and click cost.

### Reaching audiences across every channel

Most of the campaign was executed through preferred deals and private auctions, through premium inventory partners like A3, Mediaset, and Rakuten for Connected TV, and Spotify for audio. Despite having to go through many contacts to close all deals, ad buys were made more efficient by taking advantage of our platform's Private Marketplace.

For its video buys, the brand benefited from our Koa™ Predictive Clearing tool, which uses data and insights from our network to determine the lowest proposed bid to maintain or increase win rate on first-price auctions.

Display strategies were, again, focused on data. After building up customized audiences with their own data department, OMG pushed them to The Trade Desk and activated them

with no technological issues. The agency also implemented our cross-device solution, Identity Alliance, for better matching across devices, and our AI engine, Koa, to automatically optimize its campaign.

### The campaign exceeded every goal KPI

The results were quite impressive, with every channel measuring positive results. Completion rates on Connected TV average 92% — much higher than industry benchmarks of 66% and 53% for desktop and mobile, respectively. And that reach was more cost-effective as well — 8,25€ vs a benchmark of 9,06€ in Spain.

For audio, the campaign achieved a 96% completion rate on Spotify. Finally, in display, Koa's optimizations helped OMG surpass the restaurant's goal 0,2% click-through rate by more than 25% while reducing cost per click by up to 50%.

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