

# A Powerful Platform + Global Collaboration = Results At Scale For Multinational Retail Brand



## Challenges & Goals

A multinational retail corporation wanted to improve its marketing ROI and commit more advertising spend to its campaigns without seeing a drop in performance. In the initial testing phase of MediaMath's TerminalOne Operating System, the client shared 10 percent of their audience to run activity across display and Facebook. Expansion wasn't possible before the client was seeing scale potential, better ROI than with other partners/DSPs and maximised audience reach.



## Solution

In August, MediaMath's Client Success Organisation (CSO), including the Programmatic Strategy & Optimisation (PSO), Platform Solutions and OPEN Supply teams, shifted engagement with the client from self-service to managed service to provide best practices for getting the most out of TerminalOne. In particular, the MediaMath teams aimed to use T1 to drive higher ROI using sophisticated audience segmentation and post-click-only attribution for the client.

Focus was put toward optimal campaign setup and optimisation in T1, including utilising granular remarketing setup, recency and negotiating PMP deals to ensure increased audience reach and performance. The full aim was on shifting toward the actual end advertiser goal — ROI in this case — and included moving away from the CTR/CPC metrics initially used for optimisation.



## Results

Through the T1 platform's ability to drive strong ROI and the mobilisation of MediaMath's global teams to develop and execute the strategy needed to succeed, the client has seen far better results from their campaigns.

The platform and the help of MediaMath's CSO team, including PSO, the APAC Platform Solutions team and the OPEN Supply team, have helped the client successfully move more audience from other DSPs to MediaMath. The MediaMath team has managed to improve performance and keep a steady ROI with much higher spend levels for the client: almost doubled ROI and increased spend levels by nine times, post-click conversions by three times and revenue by 18.5 times.

A combination of technology application, organisational collaboration and results delivery as scale increases has led to an improvement in both results and trust between the client and MediaMath over time.