



Starcom  
Mediavest  
Group™

# Starcom Mediavest Group Drive Efficiency for Yahoo's Campaign with MediaMath Partnership

## Background

Within the Yahoo Social Editorial campaign, Yahoo's business objective was to expose the breadth of their timely, topical content to audiences across the UK, France, Germany, Italy and Spain.

Facebook was identified as offering a key opportunity to meet this objective, due to its ability to use tailored ad formats to drive traffic to Yahoo content sites, plus its ability for demographic tailoring to reach younger users (13-34).

Initially, Starcom Mediavest Group faced the challenge of co-ordinating real-time activation simultaneously across five markets in collaboration with other Starcom Mediavest Group and Yahoo teams, making it necessary to build an effective and synchronised process that allowed them to work in real-time.

The campaign proved to be a success reaching over 34MM unique users in the initial phase and driving over 11M clicks to Yahoo content at a cost per visit (CPV) - putting Yahoo amongst the top performing in the publisher vertical (within revenue positive parameters set by Yahoo).

With these phenomenally successful results, Starcom Mediavest Group faced the challenge of how to further improve campaign performance, and drive increased levels of media efficiency. The solution was to look towards technology solutions that would allow Starcom Mediavest Group to promote content based on data to determine its quality.

## Objective

The main objective of this campaign was driving traffic to Yahoo content sites measured on a CPV. The objectives were twofold:

- Drive a large volume of users to Yahoo content sites
- Drive users at a highly efficient CPV

Within this particular phase, the campaign objective was to drive down costs and increase CPV efficiency by utilising technology to provide a more effective approach to real time activation.



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## Solution

The core strategic approach to the campaign remained the same - paid promotion of the most engaging Yahoo content of the day to drive users to Yahoo. The focus on agile marketing remained at the heart of the activation process but in order to drive further efficiency, Starcom Mediavest Group needed to find a solution that would allow immediate promotion of engaging content in order to push live at the time when it is most relevant. By partnering with MediaMath and utilising their product MediaMath Social, Starcom Mediavest Group was able to combine two of their market-leading functionalities to deliver an innovative approach to this brief.

Starcom Mediavest Group's technology solutions with MediaMath were focused around two key areas:

1. **Data-led Promotion of Posts**

Using MediaMath Social's Auto-Post Promotion, Starcom Mediavest Group set up parameters to trigger the best content to automatically be promoted as soon as positive organic performance was demonstrated in real-time.

2. **Auto-Optimisation**

Manual optimisation of 100s of posts was not fast enough so Starcom Mediavest Group utilised Auto Optimisation through MediaMath Social to focus on the cost per visitor target.

## Results

Overall, the results of the campaign have continued to improve due to Starcom Mediavest Group's technical innovation with MediaMath. Not only has Starcom Mediavest Group been able to streamline the real-time activation process, making it even more agile, but they have been able to drive further efficiency in a campaign that was already aggressively optimised.

To date the campaign has achieved a CPV that is **25% down** on the demanding initial targets. Furthermore, in France, Starcom Mediavest Group has delivered even greater efficiency of performance with CPVs at just **50% of the target level**.

Overall, since its initial inception, the campaign has driven a huge level of scale with results that include:

- Reaching over **44MM unique users**
- Generating over **286MM impressions** of Yahoo content
- Driving over **20MM** clicks to Yahoo content at that desired overall CPV across nine different European and Middle Eastern markets

The campaign proves the value of real-time activation as Starcom Mediavest Group took on the role of a newsroom to deliver content in a truly agile manner. Furthermore, this activity has proven that through smart technology solutions and innovative approaches to the use of technological tools, like MediaMath Social, they were able to not only beat a target that was already considered an unprecedented success, but imbed technology into the heart of the campaign to redefine their approach to activation.

Paul Kasamias, Head of Biddable, UK at SMG, says, "Combining unique strategies and MediaMath's innovative technology have allowed us to meet and exceed the client's aggressive and challenging KPIs."

### About SMG

SMG Paid Social Ads is a division of Starcom Mediavest Group. Starcom Mediavest Group is the Human Experience Company with a dream to grow their clients' business by transforming human behaviour through uplifting, meaningful human experiences. The SMG Paid Social Ads department manage an extensive and diverse portfolio across 30 countries in 19 different languages including automotive, technology, finance, FMCG and travel sectors. SMG Paid Social Ads have been recognised for their market leading search proposition by The Drum Social Buzz Awards across categories such as Innovation.

