

CASE STUDY

How MediaCrossing Found Success with a Single Programmatic, Omnichannel Platform



+



Strength in Numbers

How MediaCrossing Found Success with a Single Programmatic, Omnichannel Platform

In an increasingly digital world, today's consumer regularly uses multiple devices, creating both challenges and opportunities for modern marketers looking to seamlessly and relevantly engage with people wherever they are. The thoughtful marketer is leaning into this change, embracing omnichannel approaches to media management and measurement to better understand and satisfy consumer needs.

BACKGROUND

MediaCrossing, a digital media agency specializing in data-driven digital media management, recognized the value that omnichannel marketing offered their clients early on. MediaCrossing initially had multiple DSPs in place to manage execution across channels, including video, mobile, display and social. This resulted in a siloed approach that limited cross-channel control and insight, led to a lack of transparency around costs and created workflow and other operational inefficiencies.

OBJECTIVE

MediaCrossing determined that using a single unified solution would offer a vast improvement over managing the various point solutions they had previously relied upon. In 2014, they set out to move to a single omnichannel platform in order to activate data and engage audiences across devices with greater ease. The agency firmly believed this would help fulfill their mission to drive the best possible value from their clients' digital advertising campaigns.

SOLUTION

MediaCrossing transitioned their clients' campaigns onto MediaMath's single omnichannel platform for its transparency, the control it offered the agency and its orientation toward optimizing to business outcomes. They began seamlessly executing campaigns across channels, including the following:

- **Display:** A mix of highly curated open exchange inventory and publisher-direct relationships.
- **Mobile:** In-app, mobile-optimized and mobile web inventory targeting, including targeting unique third-party mobile audiences.
- **Video:** Pre-roll and mid-roll across mobile and desktop.
- **Facebook Exchange:** Newsfeed and right-hand-side (RHS) ads.

RESULTS

The platform, along with the MediaMath team of experts, allowed MediaCrossing to take advantage of the benefits of an omnichannel approach via a single platform — benefits they weren't able to enjoy with point solutions. Specifically, they achieved:

- **Workflow Efficiency:** A single omnichannel platform has enabled MediaCrossing to standardize processes so they can operate more scalably and profitably. Traders have become experts on one platform that is more intuitive and easier to use, which has decreased error rates in trafficking, management and optimization. They can now more evenly pace campaigns to avoid over- or under-spending, and the amount of time needed to traffic a campaign has decreased. MediaCrossing has also been able to address their many geo-specific campaigns with tailored tracking and dashboarding needs via an API that seamlessly bridges Salesforce into trafficking in MediaMath.

Overall, MediaCrossing now spends 20 percent less time in the platform than when they were managing multiple platforms and has decreased overhead and training requirements. With an accountable team, full transparency into ad delivery and reduced time waste, MediaCrossing now has the ability to innovate and strategically plan ahead for their clients' needs.

- **Improved Performance:** Omnichannel performance management means smarter allocation of spend across channels and optimized impression-level buying. For example, CPA for one brand dropped nearly 75 percent from \$95 to \$25, while the conversion rate for another brand increased by 348 percent, while their CPA dropped by nearly half. To help bring omnichannel to life for their clients, MediaCrossing created a client-facing dashboard which pulls high-level performance metrics across channels at the advertiser level. Their clients can log in to see overall budget and track holistic performance across all initiatives. Based on strong performance gains, in an effort to shift their media mix towards more programmatically-powered programs to increase transparency, fluidity and control, MediaCrossing has even started shifting dollars from linear television to digital video.
- **Optimized User Experience:** By managing frequency holistically across channels at the advertiser level, MediaCrossing is also improving consumers' advertising experiences, showing the right ad at the time and in the right place based on an overall understanding of the user's behavior. This simply wasn't possible when relying on disconnected point solutions all managing frequency in siloes.

In addition to the platform, it was MediaMath's team of experts that helped establish them as a long-term partner viewed as invested in MediaCrossing's success. Michael Kalman, CEO of MediaCrossing, commented, "Having support and a team of experts available was the key for us. We're impressed by MediaMath's continuous innovation and updates to products and services. We know we have a good long-term partner that will grow with us."