

Connected TV Drives Continued Growth for OMD UK

Magnite

About OMD

OMD is the world's largest media network, with more than 13,000 people working in over 100 countries. OMD's ambition is to make better decisions faster for clients and people. Decisions that result in better business outcomes and are enabled by a superior set of integrated capabilities; operated by the industry's best talent and delivered at scale through a globally consistent, yet flexible, process and platform. OMD is an Omnicom Media Group agency and part of Omnicom Group. Omnicom Media Group is the media services division of Omnicom Group, Inc. (NYSE: OMC).



The Challenge

OMD UK needed a transparent connected TV (CTV) supplier to help them run a campaign with a global fast-food corporation needing to promote their new delivery service. OMD UK selected CTV as their preferred medium to reach the fast-food corporation's audience through a premium, large screen TV advertising experience whilst enjoying the flexibility, transparency and control of programmatic buying.

OMD UK selected Magnite as **one of eight CTV suppliers** for an initial test on their CTV strategy.



DEMOGRAPHIC
SEGMENTATION:

18/45-year-olds

"Testing CTV with Magnite, with whom we have a long standing partnership, a testament to their impeccable service and support levels, was a smooth and straightforward process that has delivered impressive results for the client. Achieving powerful cost efficiencies, as well as control and transparency on quality AVOD programming, has helped build confidence and trust in this emerging digital format and meant we have renewed the activity quarterly as a tried and tested route to brand awareness and engagement."

CHIRAG LAD
AV DIRECTOR, OMD UK

"This global fast-food corporation is an example of a brand who is leaning into programmatic and using digital advertising to make their marketing budgets work harder. OMD innovated their online video strategy by testing Connected TV with Magnite and a number of other SSPs, through which we were able to prove that premium long form TV content can be delivered, optimized and measured digitally without compromising on scale or cost savings."

JULIE SELMAN
MD UK AND NORDICS, MAGNITE



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The Solution

Magnite's level of transparency and granularity in channel level advertising reporting and quality AVOD programming made them a preferred SSP for OMD UK to test CTV for their campaign. Using Magnite's CTV supply, OMD UK achieved reach against their target audience whilst buying with efficiency and flexibility for the campaign's duration, which off initial tests was renewed quarterly totalling nine months.



Burst 1—Q3 2020

OMD shifted more budget than initially set to Magnite due to our impactful results and renewed this activity.



Burst 2—Q4 2020

Following Burst 2, OMD optimised their CTV Supply Path by consolidating down to Magnite and two other CTV Exchanges for optimal reach and efficiency.



Burst 3—Q1 2021

In the final burst, OMD reallocated budget to the Magnite exchange as we continuously exceeded performance goals.

Transparency and Reporting

At the end of each campaign burst, the global fast-food corporation was able to see precisely which channels and programmes they appeared against, increasing their confidence in the transparency of the CTV market.

Top Content included:

pluto tv

Movies
Food
Documentaries

nosey

YUPPTV

the
FBI
files



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The Results

The global fast-food corporation bid most on Magnite out of eight CTV suppliers and served the most impressions on Magnite in total.



Price:

Magnite's CPM was by far the most competitive out of the other suppliers, **almost half vs. the competitors.**

→ £6,800+ in total savings or 46% lower cost achieved compared to competitors eCPM.



Audience at Scale:

OMD utilised Audience Project to measure how effective their CTV activity was in hitting the target audience. Compared to other exchanges, Magnite had the highest share of impressions in the Audience Project defined demographic: 18/45-year-olds.



Completions:

Magnite achieved a **VCR of 97.2%**, second only to a broadcaster buy who had a 99% completion rate and delivered a quarter of the impression volume.



Efficiency:

Magnite performed the highest in terms of impressions in target % at **99.974%**.



Cost Per Completed View:

Magnite hit the **most competitive CPCV** vs all CTV vendors.



Brand Safety Measurement:

OMD were also able to police brand safety incidents using DoubleVerify tracking.



Magnite had the most authentic ads of all eight suppliers on the initial CTV test.

- 100% brand-safe (zero brand safety incidents vs 97% DoubleVerify average)
- 99.8% in Geo
- 99% viewable vs 88% DoubleVerify average



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