

**Brand:** Sports apparel brand

**Sector:** Retail

**Primary Objective:** Campaign optimisation, awareness

**Formats Used:** Video, Connected TV (CTV)

### **Background and Overview:**

Digitas UK was tasked with maximising reach for a sports apparel brand across the United Kingdom and Germany using both Connected TV (CTV) and online video.

The brand wanted to achieve a video completion rate (VCR) of at least 70% across both of these channels.

By using private marketplace deals across multiple publishers (such as SpotX and Smartclip) Digitas UK activated CTV buys across both the UK and Germany.

### **What was the role of digital within the media mix?**

Alongside the use of CTV and online video, backup strategies included contextual and audience video on demand (VOD) to pace campaigns in full where CTV inventory was limited.

Furthermore, the agency activated demand-side platform The Trade Desk's cross-device tool, Identity Alliance, for VOD buying, to increase audience reach across desktop and mobile. Through Identity Alliance, The Trade Desk incorporates data from all four major identity players to help advertisers expand audience reach by more than 196%, compared to choosing one vendor.

For Germany, where multiple CTV deals were active, spend was prioritised towards best performance strategies through The Trade Desk's AutoAllocator tool. This automatically prioritises budgets to the highest-performing ad groups, without the need for manual adjustments.





## Results/Achievements:

The trader saw great success as a result of the approach taken, exceeding KPI performance by 12% with an overall CTV completion rate of 91%.

Across both markets, 42% of total spend went to CTV through the application of The Trade Desk's AutoAllocator tool.

On top of that, unique reach topped 3 million users across the two markets through the use of CTV targeting.

What's more, the brand's workflow was streamlined thanks to effective use of automated strategies, freeing the team up to focus on other key tasks.

## What's the killer headline?

Sports apparel brand maximises reach across the UK and Germany using automatic allocation tool for CTV and online video.

