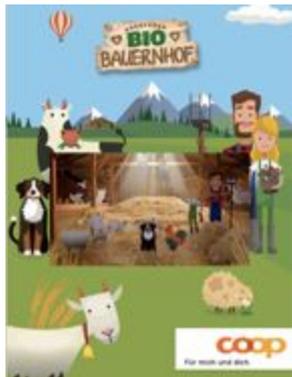




Coop boosts Unique Reach through a fully programmatic display and video campaign



Omnichannel Retail
Switzerland • www.coop.ch



The challenge

Sales promotion campaigns are an important part of Coop's digital marketing activities. The goal of a typical sales promotion is to maximise market penetration in a short period of time. In previous sales promotion campaigns, most of the media plan had been booked through insertion orders (IO). This approach made it very hard for Coop to control frequency across publishers and maximise overall campaign reach within a specified target audience (i.e. families with kids under the age of 14).

The approach

Coop and their media agency TW Media decided to consolidate their digital activities in a single platform and run a 100% programmatic full-funnel campaign through Google Marketing Platform. Using a broad variety of formats (IAB display, video and custom homepage formats) and deal types (private auction, preferred deals and programmatic guaranteed) across major Swiss publishers, Coop was able to better measure their individual KPIs and optimise their campaign activities per funnel step in real time.

The results

Overall, this consolidated, fully programmatic campaign delivered a 93% increase in Unique Reach (unique users across devices), while optimising the average frequency per individual user. Over-exposure of users could be limited to 0.9% through frequency management in DV360. Additionally, this user-centric approach proved to be very cost efficient, as total campaign cost could be reduced by 20% compared to similar sales promotions in the past.

Product features

Measurement:

- › Unique Reach
- › Active View

Audience:

- › Google (demographic and affinity targeting)
- › Coop 1st party audiences

Formats and Inventories:

- › Custom formats, video, IAB display
- › TrueView
- › Private auction, preferred deal and Programmatic Guaranteed

“Unique Reach allows us to better measure our sales promotions and puts the customer in the center of the campaign. Being able to manage frequency and media deals through a fully programmatic setup has proven to be very efficient.”

– Holger von Ellerts, Senior Project Leader Digital Media – Coop

93%

Increase in Unique Reach compared to previous campaign using mainly IO bookings*

99%

Users within desired level of frequency. Over-exposure reduced to 0.9%