

WE REVIEWED THE GLOBAL PROGRAMMATIC CAPABILITY OF A MAJOR TRAVEL BRAND AND MADE 15+ RECOMMENDATIONS



20

HOURS OF ADVERTISER RESEARCH

5

KEY PILLARS AUDITED

2

INDUSTRY EXPERTS ASSIGNED

15+

STRATEGIC RECOMMENDATIONS

We worked with a global travel brand who have traditionally invested a large percentage of spend in offline channels and search marketing. Despite seeing programmatic as an opportunity for growth, their knowledge was limited and thought it could be worked harder.

Our brief was to audit their current programmatic capability and benchmark it against a best in class solution. During this audit we assessed their programmatic ambition and current capability in the following five areas; Technology, Data, Measurement, Talent and Commercials. We then compared this to industry best practice and provided our recommendations on how they can reduce the gaps identified.

The main challenges for this advertiser were that they did not have enough understanding of programmatic execution to challenge their agency. They also did not have the transparency in place to understand where their investment was being spent and the key growth drivers for performance.

We showcased best practice in execution and designed a training program that would upskill their internal talent. We also recommended a plan that would enforce transparency with their partners to help them to better understand programmatic further moving forwards. We also provided key considerations when assessing the need for programmatic technologies such as a data management platform.

