

# WE WORKED WITH ONE OF THE HIGHEST SPENDING GLOBAL PROGRAMMATIC ADVERTISERS AND RECOMMENDED 35 WAYS FOR THEM TO IMPROVE CAPABILITY ALONGSIDE THEIR MEDIA AGENCY



17

MARKETS EVALUATED



134

DOCUMENTS ANALYSED



34

INTERVIEWS WITH KEY  
STAKEHOLDERS



35

RECOMMENDATIONS

COMMERCIAL OPPORTUNITIES

1

LOCAL TALENT RESTRUCTURE SUGGESTIONS

2

MEASUREMENT RECOMMENDATIONS

3

GLOBAL EFFICIENCIES TO BE MADE

4

PERSONALISATION ENHANCEMENTS

5

DATA STRUCTURE IMPROVEMENTS

6

We worked with a leading automotive brand who are one of the largest spenders of programmatic budget across the 17 markets they operate (US & EMEA) in. They spend 50% of their budget on video and 50% on display - across desktop, mobile and tablet.

The automotive brand employed The Programmatic Advisory to review their overall approach to programmatic and to make recommendations on how to improve. The Programmatic Advisory developed a custom framework that drilled down into the detail within 17 markets by interviewing local stakeholders and working collaboratively with their agency of record.

The output of the project was 35 recommendations which the agency were also aligned with.

*“The output of this work is beyond what we could have dreamed of at the start of this process. Working with The Programmatic Advisory was enjoyable, highly professional and most importantly actionable, unlike other consultancies we have worked with historically”*

*Global marketing manager @ automotive brand*