

## CASE STUDY

## A retail brand optimizes ROAS through frequency management in DV360 campaigns



### The Client

This project was implemented for a client of Digitl from the retail vertical with brick-and-mortar stores and an online shop offering cosmetics, healthcare products, household products, and health food and drinks. The company sells its product across Europe. Digitl partnered with the media agency of the brand to co-deliver the project.

[www.digitl.net](http://www.digitl.net)

### The Challenge

To fully use the programmatic capabilities, the agency of the brand sought methods (to the extent possible with GDPR and available features) to understand user behavior after campaign exposure to better control contact frequency. The potential cost of user overexposure beyond the efficiency point should be reinvested in further campaign reach, ultimately increasing the campaign's ROAS.

### The Approach

Digitl retrieved details about all attributed conversions such as interaction type, interaction number, and revenue using Campaign Manager 360 and combined them with Display and Video 360 impression and cost data in BigQuery. The team performed user campaign flow reconstruction and analysis. Visualizations in Jupyter notebooks accompanied by a Looker Studio dashboard were used to answer the ROAS question per conversion path length providing frequency management insights for optimization measures in DV360.

### Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science and marketing intelligence. With professionalism and quality, Digitl provides clients with optimal technical services tailored to their digital business goals.

### The Results

The analysis consisted of two parts, with the results of both together forming the data-driven basis for campaign optimization strategy - user campaign flow reconstruction and analysis as well as efficiency analysis generating a ROAS report per path length. A scatter graph was used to demonstrate the relationship between the avg. ROAS and the path length in visual way. The elbow criterion was applied to identify the "cutoff point" for the user path length - a common heuristic in mathematical optimization to choose a point where diminishing returns are no longer worth the additional cost. As a result, frequency settings were deducted resulting in 23% discovered potential uplift in ROAS by frequency adjustments for display campaigns.

## 23%

Discovered potential uplift in ROAS by frequency adjustments for display campaigns

### Integrations used

