

## CASE STUDY

## A retail media brand harnesses automation for analysis and url/ app list creation in DV360 campaigns



### The Client

This project was implemented for a client of Digitl from the retail media vertical. The brand is active in Germany and Austria. It delivers media services for its partnering retail shops with the help of DV360 and affiliate agencies to reach various target audiences across their customer journey with wide-ranging topics and omnichannel ad formats.

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### The Challenge

The brand has licensed adtech solutions provided by the Google Marketing Platform to run campaigns in-house. As a result of resource constraints, it continued to work with agencies. After installing automated processes to set up campaigns efficiently and scale them across its partner portfolio, the company started seeking ways to optimize the performance of its campaigns with reliable, high-quality, and cost-efficient inventory.

### The Approach

Digitl reviewed the KPIs that were most important for the brand and available through DV360. The reporting data was retrieved daily using the DV360 API and transferred to BigQuery. The team ran analysis of the data to understand patterns and distributions. A multi-step process was used to identify the most powerful urls/apps per campaign. A list of these was generated once the threshold criteria were met. Finally, the list was applied to the designated line items. The process was automated using Cloud Functions 2nd Gen & Cloud Scheduler.

### 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

To improve the process efficiency, Digitl automated the generation of the channel lists directly onto the DV360 partner account at various levels such as Advertiser, Campaign, Insertion Order and Line item. Applying the top performing urls/app channel lists to live campaigns resulted in 143% more conversions than observed in previous campaigns for the same industry partner, brand, and campaign goal. A direct A/B test within the same campaign could prove the role of the automated channels in achieving these results. Further, the brand aimed to reduce the CPA compared to their usual goal. This was achieved with 70% lower CPA than the target CPA.

**143%**

higher conversion number than with previous campaigns

**70%**

lower CPA than the target CPA

### Integrations used



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