

CASE STUDY

A retail media brand harnesses automation for campaign setup and trafficking in CM360 & DV360



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. The team was seeking ways to automate processes to set up and manage campaigns internally to scale them across their partner portfolio without relying on external help so they initiated a conversation with Digitl.

The Approach

The automation of the campaign setup involved the interaction with various Google APIs. The Campaign Manager 360 API was leveraged to create the placements used as ad redirects in the respective campaign. These were grabbed from the Google Drive API while relevant information was collected from the Google Sheets API. This way, the various campaign assets could be first created in CM360 to then retrieve the needed CM360 details and use them for campaign configuration in DV360. The automation was done using Google Cloud Function 2nd Generation to ensure a robust architecture.

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

After analyzing the time it took the team to prepare and implement campaigns deployed with the automated process, the brand found that campaigns could now be created faster than before when working with external partners. In turn, this resulted in shorter campaign lead times, which led to three times more campaign requests, and thereby much better scaling opportunities. The quality of the campaigns was evaluated based on two metrics: viewability of the impressions and invalid traffic reported in DV360 compared to industry benchmarks for the last studied period. With internal control over campaigns, campaign quality could be improved by 47%.

3x
more
campaigns
through a faster
implementation
process

47%
better
campaign
quality
compared to
industry
benchmarks

Integrations used

