



Case Study

Omnicom Media Group automates internal campaign processes



COMPANY BIO

Omnicom Media Group company (OMG), one of the largest performance media agencies in the world, manages more than \$3.4B in media spend worldwide via direct and programmatic channels.

CHALLENGE

To justify the millions (and millions!) of dollars spent on promoting products, the Omnicom Media Group Czech Republic office needed to provide clients proof that their online media campaigns executed as promised—the correct creative to the correct web page. A fairly onerous process, OMG manually captured screenshots of display advertisements to submit with agency invoices.

Martin Slavik, Head of Digital

Performance at Omnicom Media Group, described the problems the media teams faced:

Providing proof of campaign placement required many hours each week manually capturing screenshots of creative placement in a live environment, an overwhelming task for our media teams.

SOLUTION

Looking to drive efficiency into a manual process, OMG turned to The Media Trust for an automated solution. The Campaign Verification solution uses The Media Trust's proprietary Media Verifier® platform to provide

OVERVIEW

Industry: Agency

End User: Digital Media Teams

Challenge: Prove that online media campaigns execute according to client contract

Solution: Campaign Verification/Media Verifier®

Results:

- 300+ campaigns covering 5,000+ line items for 30+ advertising clients
- 20+ hours saved each week

visual validation of correct ad placement according to the insertion order (IO).

Connected to OMG's ad serving platforms via API, Campaign Verification continuously pulls critical IO data to locate, capture, and analyze the live serving of a digital display advertisement. This real-time information is exported to a sharable document containing the creative as it appears on a digital website accessed by a consumer, including the landing page URL and parameters used to emulate a real-world user.

Campaign Verification easily automates line-item and life-of-campaign information for online advertising campaigns to satisfy billing requirements and regulatory directives. Considering typical campaign flights run anywhere from a few weeks to several months, the solution records at least two creative concepts for each ad position.

RESULTS

Campaign Verification authenticates hundreds of ad combinations—by size and format—to help OMG validate campaign execution. Slavik said:

Automating the manual screen capture process helps us spend more time working with our clients. The Media Trust greatly reduces the need to run control campaigns since we can easily prove that campaigns execute as contracted.

Due to the success of the solution, OMG rolled out Campaign Verification across their entire client base.

Discussions are also underway to share the captured campaign information with internal systems via API, which will enable the company to offer even more comprehensive client reporting.

About The Media Trust

The Media Trust is fixing the internet by creating better digital ecosystems to govern assets, connect partners and enable digital risk management. Established in 2005, The Media Trust leverages a physical presence in 95 countries and 500+ cities to detect and remediate security, privacy, ad quality and performance violations executing on websites and mobile apps. More than 600 media publishers, ad tech providers, agencies, agencies, retailers and enterprises—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust to protect their digital environment, their revenue and, most importantly, their brand.

For more information, visit www.mediatrust.com