

UPC uses Facilitate For Agencies to develop an online performance-based sales engine

Background

UPC Netherlands is the 2nd largest cable television operator in the Netherlands. They provide analog and digital cable video, broadband internet, and traditional circuit-switched and digital (VoIP) telephony services.

It is part of the UPC (broadband) division of Liberty Global that operates cable networks in the Netherlands, Germany (Unitymedia), Switzerland (Cablecom), Austria, Ireland, Poland, Hungary, Romania, Czech Republic, and Slovakia

Challenge

Three years ago UPC completed a review of its existing agencies and decided that consolidation was required. In the process of ceasing one agency relationship it became evident that they held control of the historical marketing data through their direct ad server relationship, and were incapable of transferring the account or data to UPC.

To prevent this situation from re-occurring UPC decided to establish a direct relationship with an ad server vendor, thereby increasing control of their online marketing data.

Solution

UPC completed a comprehensive review of all ad servers on the market and chose us for its market leading technology, experience and willingness to deliver customised solutions base on UPC's particular business challenges.

The online team use our ad serving solution on a daily basis to manage all aspects of their online marketing programs including display, search, affiliate and email.