Facilitate Search for G2 Direct USA

Background

G2 Worldwide is a global brand activation agency network that helps marketers maximize brand commitment. Ranked number five among the top global marketing services agencies, the G2 network operates 70 offices in 52 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble, Pfizer and Volkswagen. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit www.g2.com.

Challenge

G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for their clients. Therefore G2 utilizes unique and proprietary tools to gain insight into the consumer's purchase decision journey, from consideration to brand selection. In recent years Search Engine Marketing (Paid Search) has become a much more influential part of large scale blue chip companies' online advertising strategies. As their media agency of choice, it is G2's remit to ensure that all Search activity is fully integrated and managed seamlessly with all other online channel activity.

To avoid optimizing media channels in silos without having a holistic overview across channel performance, G2 was seeking a technology provider that would deliver:

- Rapid activation of SEM activity even on the most complex accounts

- Large scale SEM campaign reporting detailed to keyword level

- A holistic view of de-duplicated sales data generated cross-channel Solution

Solution

Our specialist Search team provided G2 with a turn key solution to their needs, quickly activating Facilitate Search across all major clients in partnership with their own account teams replacing their incumbent provider in the process.

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.

Mediaxplain uses Adslot to measure the Creative Visibility and Duration of advertising on behalf of its client Leasebank

Background

Mediaxplain is a full service media agency located in central Amsterdam offering 360 degree communications research, strategy, planning and buying for its clients across all media, both on and offline.

Mediaxplain's client portfolio extends across almost one hundred active advertisers including some large international companies such as Allianz, Autotrader, Olympus, Kyocera, E-trade, E.ON, Frieslandbank & LeasePlan Bank. All of these clients' online advertising activity is managed through our Campaign Execution tool set, and FFA in particular.

Challenge

Mediaxplain had a suspicion that their advertisers were not maximising the potential value of their existing media placements. Specifically, some leading publishers inside the Dutch marketplace redesigned their homepage so that in order to view the advertisements at the bottom of the homepage, users need to scroll down multiple times.

The concern that Mediaxplain had on behalf of their advertiser, Lease Bank, was whether the banners at the bottom of the page were visible to the user and if so, how long the banners were visible for. In other words, what percentage of banners were paid for but never seen?

Another and equally pressing question also needed to be answered. If the creative is visible then what is the optimal timing for the creative message? For example, if your call to action is displayed after 15 seconds, and the banner is only actually displayed for an average of 8 seconds then the critical message is never actually viewed by the user causing a drop off in conversion rates as a result.

This is a particularly pertinent issue for direct response focused advertisers such as Leasebank for whom online is a valuable sales and distribution channel.

Solution

Mediaxplain reviewed several 'specialist tools' on the market place but ultimately elected to work with FFA due to the greater level of sophistication in the reporting available.