



Abovo Media drives greater programmatic performance with MediaMath



BACKGROUND

Abovo Media is an independent, full service media agency based in the Netherlands, servicing a variety of international, national, and local clients across all consumer facing verticals. With a team of 90, Abovo Media strives to provide its clients with the best in strategy, creation, and execution of high-performing, programmatic media campaigns.

Abovo Media utilises MediaMath's TerminalOne Marketing Operating System™ as its preferred platform for media buying and optimisation on behalf of its clients.



CHALLENGE

Traditionally, Abovo Media outsourced programmatic transactions to third parties. However, this approach resulted in a lack of internal knowledge at Abovo, as well as data insights and higher costs.

In order to gain a competitive advantage in the region, Abovo Media needed to evolve and become a full service programmatic agency for its clients - an agency that leveraged a powerful technology platform to provide them with complete transparency and control across campaign execution, optimisation, and analysis.



SOLUTION

Abovo Media selected MediaMath and its TerminalOne Marketing Operating System™ as its programmatic platform of choice in late 2014. The reasons for this partnership included:

- Sophisticated algorithm-based optimisation capabilities, enabling an outcomes-driven approach
- Brain algorithm visualisation providing visibility into campaign decisioning and real-time insights into how and why campaigns were performing better
- Advanced and flexible strategy configurations to create targeted campaigns, i.e. custom pixel logic to enhance retargeting and change bids depending on factors such as time spent on site, abandoned basket value, and more

