



Omnicom Media Group UK reduces brand risk and budget waste for advertisers

ABOUT OMNICOM MEDIA GROUP UK:

Omnicom Media Group UK (OMG UK) is the media division of Omnicom Group Inc., headquartered in London. OMG UK exists to power its four UK agencies – OMD UK, Manning Gottlieb OMD, PHD UK and Hearts & Science – and across its range of specialist services in areas that include: Ecommerce consultancy, programmatic, data, tech & analytics, branded content creation, search and performance marketing, multicultural marketing and partnerships & experiences.

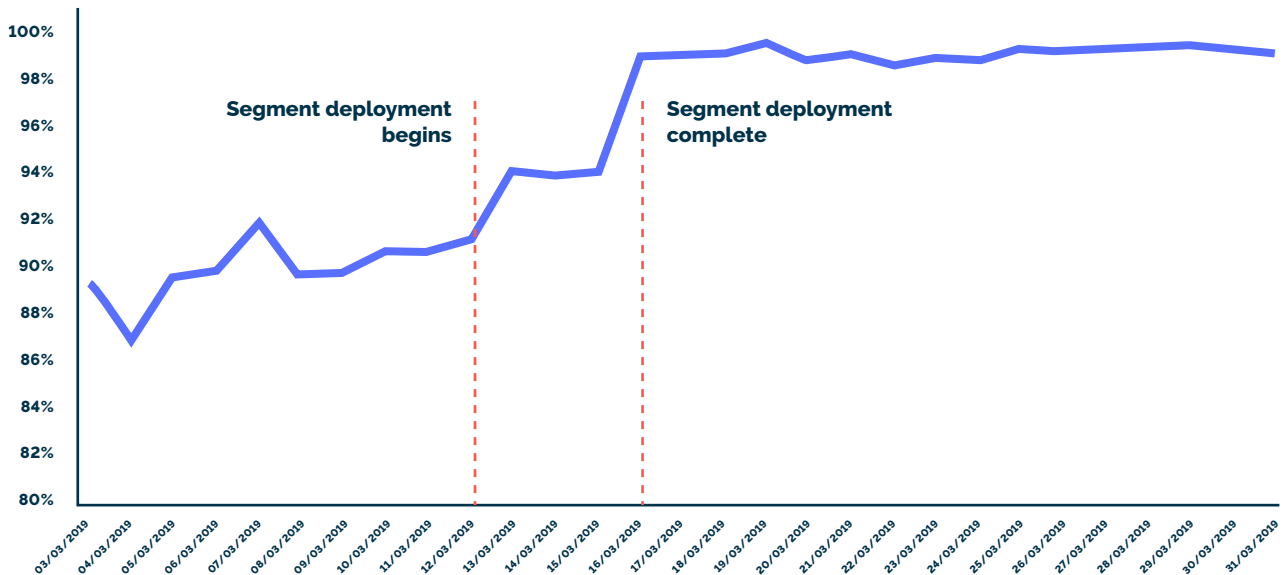
OMG UK is the holder of numerous Agency and Network of the Year accolades, including, most recently, MG OMD named as Media Agency of the Year 2019. We are particularly proud of our success at the Cannes Lions Festival, Global Festival of Media Awards, Media Week Awards, The Drum Awards and IPA Effectiveness Awards.

BACKGROUND

Ensuring brand safety has introduced new challenges within the industry around ad delivery and effectiveness in programmatic environments. Whilst the industry is working towards a standardised solution, many advertiser's requirements around brand safety are unique and often require a bespoke solution. In order to ensure brand suitability, many marketers utilise a custom keyword blocklist to guarantee that their ads won't appear alongside undesired content. A consequence of this is that some ads are therefore blocked post-delivery, negatively impacting campaign effectiveness.

Omnicom Media Group Programmatic UK (OMGP) therefore sought to address this industry wide issue, looking to filter out impressions with undesirable keywords pre-purchase. To reduce overall blocked impressions and improve media budget effectiveness for their clients, OMGP set out to provide a custom end-to-end brand safety solution.

IMPROVEMENT IN IMPRESSION PASS RATE



SOLUTION

OMGP collaborated with IAS, its primary content verification partner, to develop a keyword blocking solution to address this challenge. The IAS Custom Keyword Pre-bid solution allows IAS to screen against the pre-agreed client custom keyword blocklist.

This pre-bid solution significantly reduced any bidding on impressions that would otherwise have been blocked post-bid due to keyword brand safety concerns, in turn improving campaign effectiveness and reducing budget waste.

RESULTS

OMGP was the first partner to beta test IAS's Custom Keyword Pre-bid solution. Upon activation of this feature on active advertiser campaigns, post-bid blocking decreased from 8% to 1% and media delivery volume increased by 14%.

Following the success of the test, this solution will continue to help deliver optimal campaign results whilst ensuring brand safety pre- and post-bid.

[Click here to learn more about IAS programmatic solutions.](#)

ABOUT IAS

Integral Ad Science (IAS) is a global technology company that offers data and solutions to establish a safer, more effective advertising ecosystem. We partner with advertisers and publishers to protect their investments, capture consumer attention, and drive business impact. Founded in 2009, IAS is headquartered in New York with global operations in 13 countries. Our growth and innovation have been recognized in the Inc. 5000, Crain's Fast 50, Forbes America's Most Promising Companies, and I-COM's Smart Data Marketing Technology Company.