



## ABOUT HAVAS MEDIA GROUP

Havas Media Group is the media division of Havas Group – a leading global advertising and communications agency that connects brands with their target audience – in the context of where they are, through the content they pay attention to.



## CHALLENGE

The transition to cookieless digital advertising presents media buyers with an opportunity to discover new ways to reach their target audiences and create optimal, consistent user journeys.

Havas Media's audience and data platform, Converged, includes ID and non-ID (panel/survey) data for campaign planning, activation and measurement. Within the Converged platform, media buying teams at Havas Media create addressable audience segments based on first-, second- and/or third-party data. Havas Media was looking for an independent technology partner who could help them activate addressable audiences for brands, especially in environments where cookies were no longer present.



## SOLUTION: CONVERGED TO PUBMATIC CONNECT

Havas Media partnered with PubMatic to onboard and transact on the data segments created in Converged using ID5 identifiers. The end-to-end solution enables Havas Media to onboard audiences into PubMatic's Connect, PubMatic's addressable solution that enables audience-driven deal curation and leverages leading marketplace identifiers such as ID5 for omnichannel reach. Once in Connect, Havas Media's audiences were then matched to publishers' video inventory. Using PubMatic's platform Havas traders were able to analyze ID5 propensity on each publisher across PubMatic video portfolio to help them curate inventory, to ultimately increase scale on the campaign.

Havas Media were also able to activate these addressable audiences on top of their MMP (Meaningful Marketplace).

The solution offers many benefits across the digital advertising ecosystem. Publishers maximize the value of their audiences and media buyers gain access to premium inventory, with next-gen addressability and transparency across digital channels including CTV, online video, mobile app, and web.

*Davide Costantino, Head of Digital Hub, Havas Media Group*

EXCEED VIEWABILITY TARGET  
**7% WITH NEW COOKIELESS  
TARGETING SOLUTION**



"By partnering with PubMatic and leveraging their addressable solutions, we've seen a demonstrable uplift in performance across a variety of key metrics. This has enabled us to deliver more value to our clients and maintain a competitive advantage despite the challenges associated with the depreciation of third-party cookies. The team at PubMatic provide has consistently provided us with world-class support. Their deep knowledge of both the buy-side and the sell-side of digital advertising means that they truly understand how to deliver value [as a supply pipe in our Meaningful Marketplace] throughout the video supply chain in a responsible way."

## SUCCESS BY THE NUMBERS

**73%** VIDEO COMPLETION  
RATE (VCR)  
exceeding the **70%** benchmark

**77%** VIEW ABILITY *VS* TARGET OF **70%**