

CASE STUDY

# Publicis France | Zenith + OUIGO

## OUIGO, supported by its agency, Zenith uses Xandr Invest to boost ticket sales with a custom buying strategy

### The Challenge

OUIGO and its agency, Zenith, sought a flexible, high-performance platform to maximize online ticket sales

Publicis' Zenith media agency sought to optimize return on ad spend by increasing train fill rates at a lower cost-per-acquisition for train tickets bought, for its customer OUIGO, a low cost train carrier owned by SNCF. It needed a platform that could deliver:

- The flexibility to build and execute custom buying strategies tailored to OUIGO's business goals.
- The power to seamlessly purchase premium media and quality data from the same easy-to-use platform.

In addition, Zenith wanted a sophisticated, hands-on technology partner capable of providing strategic advice, proactive quality assurance and speedy troubleshooting.

### The Solution

Zenith executes a successful custom buying strategy on the Xandr Invest platform

OUIGO, in partnership with Zenith teams, developed a head-to-head test for a display campaign that compared the Xandr Invest platform's performance against another programmatic strategy. Due to the Xandr Invest platform's flexibility, Zenith was able to integrate Scibids' optimization tools with Xandr Invest's built-in features.

The agency optimized OUIGO's ticket sales performance by using various custom buying algorithms on the Xandr Invest platform.

In a few short days, Xandr Invest exceeded the competition by combining Zenith's custom bidding strategies with the real-time and contextual data segments available on the platform.

"Xandr Invest combines media and data into a single, customizable platform that gives us the flexibility to most effectively meet the business needs of our clients. In tandem with Xandr's top-notch customer service, the platform empowers us to manage our bidding strategies as we see fit and guarantee the best possible return on investment."

**Thomas Allemand**  
Head of Digital Trading and Programmatic, Zenith



"Zenith's programmatic expertise is a key factor in our marketing success, so it's important for us to have a platform that allows the agency to put its expertise to good use. Xandr Invest gave Zenith the tools it needed to execute its strategic vision for our most recent digital campaign, and we couldn't be happier with the return on investment we received."

**Najoua Ben Jemaa**  
Head of Marketing, E-Commerce and Communication, OUIGO

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### The Results

**5x** increase return on ad spend\*

**74%** decrease in cost-per-acquisition\*

\*As compared to the other programmatic strategy