✚ xandr

CASE STUDY

Xandr + Tomorrow TTH

Tomorrow TTH Optimizes Performance With Flexible Campaign Controls and Maximum Transparency

"The most important part of support is having people to challenge you, because it means we can innovate together. It pushes the tech forward and we grow together, and that's one of the key parts about having a strong support team which is 100% apparent with Xandr."

Tom Wright, Head of Trading, Tomorrow TTH

"Since moving over to Xandr, we have experienced a quantum leap in our capability to deliver programmatic display campaigns for our clients."

Justin Brookfield, Tomorrow TTH Co-founder

The Challenge

Tomorrow TTH needed a technology partner that could deliver scale, flexibility and programmatic performance

Inspired by people, driven by data and enabled by technology, Tomorrow TTH is one of London's fastest growing independent performance marketing agencies. Through its custom Adgnosis technology stack, the firm delivers high- performing programmatic campaigns for an international client base that includes Amazon, Greenpeace and Wowcher.

Previously, the company had been using another platform for programmatic buying. Despite the expertise of Tomorrow TTH's sophisticated trading team, the platform was struggling to meet its scale needs, making it difficult for Tomorrow TTH to meet its performance goals.

In order to maximize its clients' results, Tomorrow TTH needed a flexible technology partner that would enable it to run highly customized, precisely targeted campaigns — across display, social, native, and video. Further, the agency wanted to ensure that it had the right tools for understanding exactly how these campaigns were being delivered, as well as brand safety guardrails that would prevent its customers from advertising beside fraudulent, inappropriate or low-quality content.

The Solution

Tomorrow TTH chooses Xandr Invest to increase its reach and drive performance

Tomorrow TTH selected Xandr's strategic buying platform, Xandr Invest, to help its clients achieve superior results. By leveraging the platform's flexible, streamlined controls, Tomorrow TTH was able to more efficiently execute complex buying strategies that made the most of its team's data science expertise. And because Xandr is integrated with so many different inventory sources, the agency quickly gained access to external and direct supply that it otherwise never would have seen. As a result, Tomorrow TTH scaled its campaigns overnight, delivering the large quantity of premium impressions that are required by major firms like Amazon.

As the campaign went along, Xandr Invest's optimization algorithm automatically helped Tomorrow TTH make smarter buying decisions based on its ongoing results, driving greater performance with each passing day.

Best of all, the entire process was fully transparent and brand safe. By partnering with Xandr, Tomorrow TTH was able to see which vendors were taking which fees, empowering the agency to understand exactly how its budget was being spent. In addition, Xandr delivered built-in brand safety controls backed by human auditing, ensuring that the agency never had to worry that its clients' reputations were being placed in danger.

The Results

Tomorrow TTH improves CTR rate by over 3x, decreases CPA by 30%

Tomorrow TTH's migration to Xandr Invest was hugely successful right off the bat. Within six weeks of trading, the agency improved its click-through rate by over 3x, while decreasing its cost-per-acquisition by 30%.

Crucially, the move to Xandr enabled Tomorrow TTH to finally get the scale it needed to deliver campaigns that satisfied its clients' reach goals. With full transparency into the entire operation, the firm was able to better understand its performance and make adjustments as time progressed.

"Since moving over to Xandr Invest, we have experienced a quantum leap in our capability to deliver programmatic display campaigns for our clients," said Tomorrow TTH co-founder Justin Brookfield. "We are delivering our campaigns more cost effectively, at greater scale and using more sophisticated technology than ever before. The trading team is excited about where the partnership with Xandr will go in the future, and our agency is committed to having the company at the center of our assembled ad-tech stack."

Inspired by people, driven by data and enabled by technology, Tomorrow TTH is one of London's fastest growing independent performance marketing agencies. With clients including Amazon, Boux Avenue, Wowcher, GAME and Bet Victor, we use our Adgnosis approach to media planning to deliver programmatic display, paid social, native, video, affiliate and paid search campaigns for our international client base.
For more information visit our website at http://tomorrowtth.com