

CASE STUDY | AUTOMOTIVE

CTV Buying with Xandr Invest

OMD Spain and Renault relies on Xandr Invest to centralise CTV buying.

The Challenge

OMD Spain wanted to run a CTV campaign for its customer, Renault, to increase the awareness of its vehicle Captur eTech.

Renault has been always leading the way in terms of advertising formats and OMD was looking for a partner that could help them buy the CTV inventory available in the Spanish market via a single platform as well as making sure to deploy their campaigns in a premium and brand safe environment.

The Solution

OMD selected Xandr Invest and worked together with the Xandr team in order to create multi-seller deals that were targeting a selection of streaming broadcasters (PlutoTV, RakutenTV, Xumo, Roku).

Through Invest DSP the OMD team was able to take advantage of CPM optimization algorithms and get an overall 95% completion rate. In a couple of clicks the OMD team was able to set up the campaign and activate it within the platform. The team was able to monitor the results of the campaign in real time thanks to an exhaustive report including key metrics and information on the inventory the ad served on.

“Xandr Invest allowed us to consolidate all our CTV buying into a single platform and have a CTV multiseller approach. Auto has been always leading the way on new formats, and we were happy to continue to bring innovation in the market in partnership with Xandr.”

ALICIA SAMPAYO

Digital Business Director,
OMD Spain

The Result

↓ 38%

Lower CPM

95%

Video completion rate



CTV multiseller deals



Exhaustive campaign report available in real time