



CASE STUDY | TRAVEL

Mindshare & Swiss Airlines

GroupM Premium Supply (GPS) & Xandr enabled Mindshare to improve visibility and lower prices, leading to great campaign results for Swiss Airlines.

The Challenge

Deliver Swiss media budgets on brand-safe and premium inventory at scale and towards strict viewability KPIs.

As an industry-leading innovator, Mindshare Switzerland works with the team at GPS to enable brands like Swiss Airlines to achieve their ambitious digital marketing goals within a fully transparent and scalable programmatic marketplace.

Key challenge 1: Swiss Airlines had a strict set of KPIs around viewability that needed to be adhered to. This included a viewability goal on all formats as well as a vCPM goal that partners needed to optimise towards.

Key challenge 2: Due to the premium and upmarket nature of Swiss Airlines' client base, the campaign had to adhere to a strict set of brand-safety and inventory quality goals.

The Solution

GroupM Premium Supply is a marketplace built by GroupM, which directly integrates and aggregates inventory of premium Swiss publishers. It is based on Xandr's Monetize SSP and Invest DSP technology platforms.

Activation of Swiss Airlines' media budgets on both GPS and a competitors' demand-side platform (and buying supply via classic PMPs) illustrated the advantage of utilizing the former, with significantly lower vCPM and viewability key performance indicators that were optimised towards.

“GroupM Premium Supply proved to be a great solution for the complex and sophisticated challenges posed by the Swiss campaign. Adding GPS to the media mix gave us flexibility in how we deliver ads on Swiss Premium Publishers, in a price efficient way.”

NOÉMIE UDRY

Marketing Communication,
SWISS Airlines

“Through its technical sophistication and easy usability, Xandr proved to be the perfect partner for building the GroupM Premium Supply Marketplace in Switzerland.”

HOLGER REUFF

Lead Trading,
GroupM

The Result



Brand safety and inventory requirements adhered to.



Outperformed competitor solution on all key performance indicators as well as cost.

↓ **31%**

in vCPM.