

CASE STUDY | VIDEO

Video Buying with Xandr Curate

77Agency uses Xandr Curate to centralize video buying

The Challenge

77Agency wanted to centralize the buying of high quality video inventory for one of their customers and get optimized across platforms.

77Agency is one of the biggest independent digital media agency in Italy and works for different advertisers. Its customers use different DSPs to manage video campaigns across the world. By using different DSPs, 77Agency was lacking in the overall performance of their campaigns and had an increase on the CPV. They were looking for a solution that could help centralize video buying and get access to the best inventory available in the market, while maintaining strict control on KPIs such as completion rate, viewability and brand safety.

The Solution

77Agency selected Xandr Curate to create a premium video marketplace at scale.

Through Xandr Curate, Xandr's self-serve deal curation platform, 77Agency team was able to create a differentiated video supply strategy and reach video inventory at scale. Xandr Curate allowed them to create a private marketplace by setting up deals across multiple publishers that were able to meet the business rules 77Agency were applying for its video campaigns. Xandr Curate was the platform with the right level of flexibility to build video inventory packages tailored to advertiser's needs and to provide visibility into supply chain transparency and media spend.

“Xandr Curate allowed us to consolidate all our video buying into a single platform and have a video multi-seller approach. The platform allowed us to build a powerful video marketplace that was applying all the rules set by our advertiser.”

AMEDEO GUFFANTI

General Manager,
77Agency

The Results

83%

Viewability Rate

84%

View Through Rate

£0,008

CPV



Multi-seller deals