



Sizmek broadcast-to-online capabilities debottleneck a global automaker's VAST pipeline.

A large digital agency providing media services for both DMA and nationwide digital advertising programs for thousands of dealerships for a major automaker came to Sizmek to help scale their video business.

The automaker's digital strategy typically mirrors its TV advertising, with TV spots being repurposed directly for online VAST distribution.

The challenge, however, was that this client had nearly 100 DMAs around the country, each with multiple video creative versions and special offers refreshed on a monthly basis. That volume, combined with tight expiration dates, placed severe limits on the flexibility of the digital video campaign.

The advertiser's own production studio could only handle a limited number of video distributions each month, and the agency had to manage all vendor requirements and interactions, manually requesting video assets from the studio in the correct video file format for each vendor, generating traffic documents, and distributing everything to the vendors. Thus began a back-and-forth process of trafficking and re trafficking to finalize specifications for each vendor. And when changes came in – the process began again.

Those multiple manual bottlenecks meant that the VAST pipeline could only handle one or two creative versions from each of the advertiser's five U.S. regions – a small subset of its broadcast campaigns. The manual and time-consuming process of getting TV ads to online was simply too cumbersome for the agency team to meet the client's regional need the way it wanted to. Clearly, the ideal was to leverage all DMA-specific TV assets for more localized, granular campaigns. Individual regions wanted more flexibility to run anything online they ran on TV, but the existing process made that impossible.

The agency wanted a fresh approach in 2013, and their first step was a call to Sizmek.

“With the old process, we were completely maxed out in terms of the volumes of TV spot conversions and VAST campaigns we could handle each month. We needed a new process that would dramatically improve our capacity and agility – and Sizmek had the answer.”

Associate Digital Director
for a national media agency



Execution

Sizmek was able to offer a smooth, seamless Broadcast-to-Online process that eliminated much of the manual barriers the agency faced. Partnering with Sizmek, the media team dramatically expanded its capacity to handle the full range of DMA specific campaigns.

- **Faster conversions:** Sizmek took over the conversion process from the advertiser's studio team, enabling much faster and streamlined conversions of TV spots to online video files encoded to precise publisher specs.
- **Full vendor management:** Sizmek now handles all the vendor interaction, gathering specification information and trafficking ads, verifying the right assets are provided in the right format, and freeing the agency team to handle a much higher volume of creative versions each month.
- **Streamlined certification:** Sizmek has implemented a formal certification process for new vendors and placements coming into the fold. Sizmek handles the entire process to ensure vendors are certified for VAST tags from day one.

Results

- **Higher client ROI:** Now, instead of one or two versions per region, each DMA can run its own creative, enabling much more granular branding on a nationwide basis and maximizing the value of this auto brand's creative assets. The agency now routinely handles 200+ campaigns for this client each month.
- **Faster turnarounds:** Turnaround times for encoding videos to online use has been drastically reduced to less than a business day typically, and trafficking is set at a 48 hour turnaround.
- **Scalable capacity:** The agency team has more agility to handle high volumes of campaigns and to adapt to seasonal shifts in media needs. National sales events add new layers of advertising to the mix, and now those high-demand periods can be taken in stride.
- **Unified reporting:** Sizmek's comprehensive reports enable agency analysts to examine KPIs across all campaigns and DMAs in a unified report – from impressions to completion rates to CTRs.

Flexibility for the Future

This new, seamless broadcast-to-online process is enabling this agency to think far more strategically about its client's needs down the road. While its digital campaigns currently replicate TV rotations exactly, now the team can look at optimizing digital rotations and creative based on performance – even customizing rotations for each DMA. With Video and Sizmek, the agency team has not only vastly expanded the capacity and scalability of its VAST pipeline for its client, it can also now pursue new media strategies and higher performance for this key client.

