



Swisscom dials up media efficiencies and drives viewability, with a 100% programmatic strategy



Leading telecoms and IT company
Bern, Switzerland • [swisscom.ch](https://www.swisscom.ch)



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The challenge

Swisscom had three main challenges. First, like any large advertiser, they wanted to invest their media budget wisely and ensure maximum audience reach. They also needed a way to optimise for campaign-specific KPIs—which can be tricky when media is bought at a predefined price and a fixed volume of impressions using insertion order (IO) reservation bookings. Lastly, with campaign data spread over multiple platforms, the team wanted a solution to bring everything together in one place.

The approach

To unify its various campaign activities, Swisscom signed a Google Marketing Platform license via Trakken. This allowed all campaign tracking and reporting to be centralised in Swisscom's own Campaign Manager 360 (CM360), while media buying could be consolidated in Display & Video 360 (DV360). Compared to 2019, where they already had a programmatic share of more than 40%, Swisscom went all-in on programmatic and increased it to 100%.

Partnering with Trakken and Hoy

Swisscom worked with the Google partners Trakken and their long time digital marketing agency Hoy to implement this strategy. In joint training sessions with Trakken, Hoy and Google, the Swisscom team has been upskilled in all tools and processes necessary to also be able to manage and analyse their campaigns independently.

The results

By consolidating all media buying programmatically in DV360, Swisscom was able to reach users across premium environments more efficiently than buying these inventories through IOs. Swisscom reduced their average cost per impression (CPM) by 40%, and their viewable CPM by 50%, while increasing overall viewability by 19%. At the same time, cost per click (CPC) decreased by almost a third (32%).

“ Moving to a programmatic first approach enabled a much more performance focused campaign setup. Working with our strategic partners, we put the needs of our customers right at the heart of our efforts.”

—Mathias Hinz, Head of Digital Performance Advertising, Swisscom

40%

Lower CPM

32%

Lower CPC

50%

Lower vCPM

