



# Telefonica reduces Cost Per Acquisition by 28% through media consolidation in DV360

*Telefonica*

Telecommunications company  
Munich, Germany • [telefonica.de](https://telefonica.de)



\*Over a 6 week period from March-April in 2019

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## The challenge

Lower-funnel, performance-driven activity is a central component of Telefonica's marketing strategy. As a company, they worked with multiple remarketing providers and affiliates to optimise campaigns independently – which essentially created competition for the last touchpoint before sale, within its own campaigns. This disconnect within campaign buys caused a high frequency of ads to be shown to users – with some seeing as many as 30 or more ads a day. This led to a bad user experience, and budget inefficiencies.

## The approach

To improve efficiency and control costs, the team worked to consolidate five providers into one demand side platform: Display & Video 360 (DV360). However, it was important for Telefonica that this wouldn't have an adverse effect on reach or total sales. After running a series of audience tests, they found that they could manage campaigns more cost efficiently whilst maintaining reach, using DV360.

## Partnering with Havas Media

Telefonica partnered with Havas Media, who are part of Havas Group and operate in over 140 countries. Their expertise spans media, strategy, digital, data consulting, programmatic buying and performance marketing.

## The results

Through DV360's frequency management tool, Telefonica has improved customer experience by limiting exposure to between 4-5 ads a day, whilst increasing the efficiency of their campaigns, thereby reducing cost-per-acquisition (CPA). Producing deduplicated reports from one central source allowed them to control campaigns in a more effective manner, whilst showing potential areas for further optimisation. Finally, using a single platform has led to significant time savings.

**“By working with Havas Media and Google we were able to optimise frequency management and make our media buying more efficient.”**

—Tina Rahman, Senior Online Display Manager at Telefonica

**28%**

Reduction  
in CPA\*

**85%**

Reduction in  
ads exposure\*

Google Marketing Platform

