

**All About Media:**

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# **In-House Trading Desk Powered By dataxu**

# About All About Media

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A full service media agency, All About Media (AAM) has been successfully engaging clients across various verticals in Australia for more than 10 years. AAM's specialists provide expertise in a variety of disciplines including: media planning and buying, direct response marketing, production, creative, strategy and branding.

In 2016, the agency opened up a new practice called ViewSpotter to focus specifically on measurable results relating to the advertising spend of its clients. Using a data-backed model, the team at AAM provides concrete recommendations for their clients that align with the collective team's many years of industry expertise. ViewSpotter helps the agency achieve its goal of offering the best return on advertising investments possible for its clients.

## The challenge

AAM faced difficulty with their digital buys and reporting in the absence of an in-house digital solution. After working with external publishers, AAM soon realized that available and accessible publishers in the market could not adequately meet their high expectations of service and transparency. AAM was not getting the returns from many direct engagements with publishers as they were not able to deliver precise targeting at scale.

Furthermore, generating consolidated real-time reporting across all publishers was proving to be an onerous task; one that severely impacted the ability to optimise effectively. Recognizing the inefficiencies of their current process, AAM realized that they had to quickly make some changes.

## The solution

AAM implemented dataxu's industry-leading DSP solution, TouchPoint™, to power its trading desk, ViewSpotter, in order to service their top clients. The implementation process was more of an evolution than an instant change.

## The transformation

Early in 2015, AAM began reevaluating the way in which they were providing service and support to their clients. Initially, AAM used a Solutions model with dataxu for testing purposes. However, AAM quickly realized how easy it was to use dataxu's platform and started to learn how to use it in-house. dataxu's cross-device technology and world-class machine learning capabilities granted AAM full control over their buying and campaign optimisation and processes, which allowed them to achieve their goal of full transparency—now a key selling point for AAM. With their background in digital processes, AAM was able to leverage TouchPoint™, dataxu's AI-powered advertising solution, to raise their product offerings to their clients to higher standards.

Here's what AAM had to say about this transformation:

***“Our clients, once they have tried dataxu, they just keep coming back... We only use dataxu.”***

## Choosing dataxu

dataxu offers a full end-to-end marketing technology solution, including ad serving, media buying and robust analytics and reporting capabilities. All dataxu clients are also covered by the company's first-to-market 97% Fraud-Free Guarantee, which provides money back to clients if fraud rates go above 3%, at no extra charge to the agency or advertiser.

## The result

dataxu has helped AAM develop a best-in-class programmatic trading desk that delivers quality service for cost-efficient buying solutions for businesses and campaigns of any size. Using dataxu's TouchPoint™ programmatic technology in-house, AAM has run highly successful campaigns, keeping their clients' specific needs in mind. ClearSight™ reports have become a staple in all AAM campaigns.

ViewSpotter now has:

- Complete control over its digital buys and reports
- Increased transparency for its clients
- Better optimisation across all media campaigns
- More efficient process and reporting structures

## Benefits in detail

With its industry-leading technology and user-friendly TouchPoint™ platform, dataxu offers services that are fully transparent and agency and advertiser-aligned.

- dataxu's reports have become a staple in all of AAM's campaigns and are used extensively. ClearSight™ analytics have even allowed AAM to provide their clients with in-depth information in real-time as often as required.
- The TouchPoint™ programmatic advertising platform has helped AAM run branding-focused campaigns. Using ClearSight™ analytics, AAM was able to fulfill their client's requirement of high impact and frequency impressions for its products.
- In the case of performance-driven clients, the emphasis was on achieving significant increase in CPL rates. AAM was able to do just that within the first week of running campaigns.
- For a retail client, new catalogs were created every quarter. The creatives were optimised based on the seasons.
- AAM has realised the benefits of greater control over its buys and was able to drive higher return on investments from advertising. AAM also freed up agency media buyers to focus on more strategic value-add tasks for their clients.

# dataxu®

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dataxu® helps marketing professionals use data to improve their advertising. Our software empowers you to connect with real people across all channels, including TV, capturing consumers' attention when and where it matters most. With 14 offices around the world, we're here to help power your business forward. Discover what you + our software can do at [www.dataxu.com](http://www.dataxu.com).

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