

Managed Services

Experts in programmatic advertising and digital marketing

Based on our consumer data (first party – client proprietary data -, second party data – generated from campaigns and its continuous optimization - or third party data), we specialize in digital marketing and programmatic media buying. The proprietary methodology and data science technologies that we use are key to help our clients discover new consumers. This leads to insights, intelligence and exclusive knowledge, which is applicable in every media channel and maximizes results.

Our services are founded on four pillars

- › **Custom data clustering:**
We identify relevant audiences which we can customize when activating.
- › **Rebold Bidder:**
Our tools use machine learning and AI to ensure optimal buying decisions.
- › **Expert teams:**
Our teams have vast experience in the industry and broad knowledge of everything programmatic and digital marketing.
- › **Rebold AI:**
We build algorithms and specific ad hoc models for each campaign, with the focus always on meeting objectives.



CASE STUDY

Papa John's

Challenge

The U.S. fast-food chain wanted to enter the Spanish market and needed a partner to create and implement its communication strategy in Spain.

Solution

We combined a cross-device omnichannel (display, SEM, SEO, social media, programmatic) and multi-tactical (prospection, audience targeting, audience extension, geo-fencing, etc.) strategy along with highly localized offline initiatives.

Results

A 41% drop in CPA compared to the campaign's outset. Online sales increased by 24% and by 8% in its brick and mortar stores.