

Haleon Deploys Personalisation Infrastructure For Greater Relevance and Efficiency

12%

More Efficient Spend
With 290k More Views
Using The Same Budget

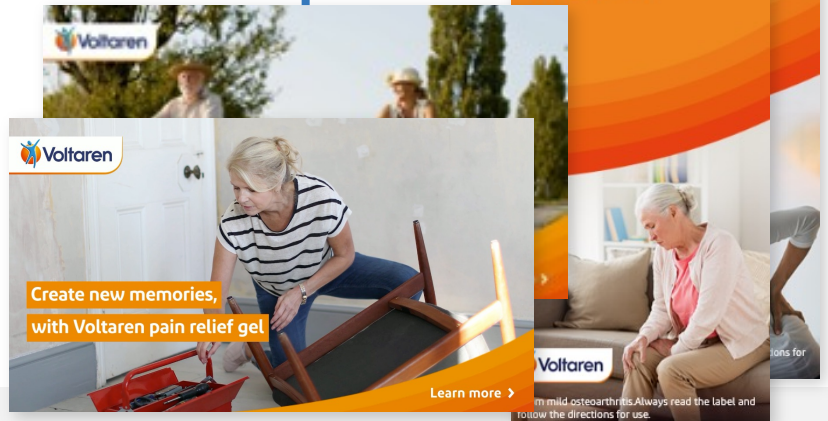
Goal

The team at Haleon wanted to leverage dynamic creative optimisation (DCO) technology to drive deeper personal connections and scale those ad experiences across video and display. They identified Voltaren's different audience profiles as a prime opportunity to match segmentation with relevant messaging in a quick, replicable fashion.



DMP
AUDIENCES

Knee pain?



Ae

Strategy

Trainings were coordinated across teams to gain alignment on timelines, roles, and responsibilities. Innovid's Composer Suite was used as a conduit to the design tools the team was already using. After 5 base frameworks were created, Innovid's rendering engine went to work, building 343 unique creative versions in less than an hour. With the help of a publisher macro, Haleon's messaging was aligned with audience targeting and deployed across video and display.

Outcome

In addition to increasing their speed-to-market and cost efficiency, Haleon was able to achieve some outstanding outcomes in their KPIs.

94%

Increase in Video
Clickthrough Rate (CTR) vs.
Brand Benchmarks

2.5x

Better CTR on YouTube
For DCO Video
Compared To Standard

1.6x

Improved Display
CTR Through
Inflight Optimisations

“ It can be daunting to define a personalisation strategy that spans multiple channels, with audiences requiring different specs, creative messaging, and formats depending on where they’re engaging. Having buy-in across the team and an experienced project manager were paramount to the success of the execution. Innovid was the heart of our operation, providing the framework across teams, the technology that integrated into our existing workflows, and in-flight insights to ensure continuous improvement. We couldn’t have executed this without them leading the way.

– **Melissa George** | **Digital Media Manager – Haleon**

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Recommendations

- ✓ Align teams regularly with syncs and responsibility mapping when efficiency is the name of the game. This helps reduce time spent waiting between the steps to launch a campaign.
- ✓ Create even more time savings by using [Innovid's Composer Suite](#) to author and map dynamic creative in the tools designers already know.
- ✓ Strengthen cross-platform insights through the flexibility of DCO. Messaging strategy can be easily tested and honed against a campaign's performance KPI, then shared across all owned properties.