

Davis Elen Advertising Leverages Harmony Reach & Frequency to Maximize Efficiency for McDonald's & Toyota

The Goal

Davis Elen Advertising was aiming to push beyond industry standards to improve frequency management across all digital video ad investments for their clients, which included a combination of programmatic and direct IO buys.

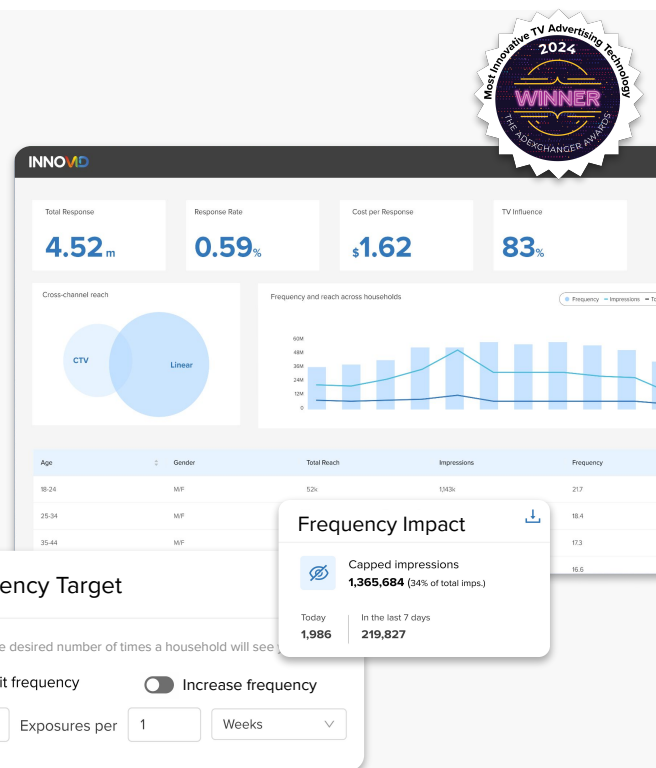


The industry challenge of siloed, one-to-one frequency caps for each publisher results in a fragmented view of ad delivery with limited actionability. Davis Elen saw an opportunity to collaborate with Innovid to pull actionable learnings into their programmatic activation, increasing campaign effectiveness for two clients: McDonald's of Southern California and The Southern California Toyota Dealers Association.

The Strategy

Innovid's Harmony Reach & Frequency solution empowered Davis Elen Advertising to harness a holistic view of household frequency intelligence across the full media portfolio of each of their clients.

- Innovid was already the primary ad server for McDonald's of Southern California and the Southern California Toyota Dealers Association. Thus, Innovid had a universal view of household exposures across each publisher, device, region, & buy-type
- Innovid was able to automate these intelligence signals to the DSPs that McDonald's and Toyota each chose to use. This allowed Davis Elen Advertising to apply real-time, targeting logic to find incremental reach, eliminate duplicative ad impressions, and reduce CPMs



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Innovid Harmony is one of the greatest things we've seen come out of the industry in the last few years. It gives advertisers true control over their buys, with equitable data views that we didn't have before.

– **Drew Olkowski**, Davis Elen Advertising, Media Director Planning & Analytics

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Results

Davis Elen Advertising deepened their partnership with Innovid to become the first agency using Harmony Reach & Frequency. Empowered by the solution, Davis Elen is combatting the industry's most blaring blind spots, bridging the gap between understanding and action, optimizing ad delivery to the ideal frequency.

- **Incremental Reach:** Harmony Reach & Frequency redirected budgets to underexposed households, yielding an **incremental unique household reach of +28%** compared to historical campaigns
- **Optimized Cost Efficiency:** Applied to bid logic, Harmony Reach & Frequency combined campaign insights from the Innovid ad server with unique first-party data sets, finding high-value impressions at the most cost-efficient bid. The improved bid strategy yielded an **average CPM savings of 35%**
- **Improved Audience Experience:** Davis Elen Advertising helped McDonald's of Southern California and the Southern California Toyota Dealers Association **minimize audience ad fatigue** from repeat messaging, thereby fostering better brand association

+28%
Incremental Reach

35%
Average CPM Savings

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The solution has been critical to guaranteeing incremental awareness through quality impressions and cost efficiency, while also minimizing ad fatigue – especially for our local clients balancing national campaigns.

– **John Papadopoulos, Davis Elen Advertising, Partner, Head of Media**

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Recommendations To Other Brands

- ✓ Learn from Davis Elen Advertising's successful use of Harmony Reach & Frequency to **reduce ad waste**, **maximize reach**, and **enhance ad experiences** for target audiences.
- ✓ Continue to **unlock optimizations** through the combined power and holistic view of ad management and ad measurement, such as Innovid Harmony Direct or Harmony Instant Optimization.