



Adform Case Study Hub

Learn more how Adform are changing the game for our clients and their campaigns, with over 100 success stories presented...

August 2026

adform

Access Over
100 individual
success
stories for our
clients using
Adform FLOW

To Navigate the Case Study Hub you will find them laid out in the following sections:

1. Increased **Carbon Reduction AND Advertising Performance** - 16 Case studies (slides 4–19)
2. Powerful **Campaign performance** with our Identity layer - **ID Fusion 25 Case studies** (slides 21–45)
3. Driving **Omnichannel Campaign Impact** **40 Case Studies** (slides 47–86)
4. **Dynamic Creative Controls at scale** **6 Case studies** (slides 88–93)
5. **Audience Precision and Targeting for Your Campaign** **4Case studies** (slides 95–98)
6. **Performance Other** **9 Case studies** (slides 100–108)

Carbon Reduction

Case Study

Carbon Reduction Feature turns the ReUse for textiles campaign by Tchibo Austria into a lower-emission win*

adform

Results: In Austria, we partnered with Tchibo Austria, a coffee and retail brand known for its ReUse for textiles program that invites customers to return and refill durable packaging and to give textiles a second life. The campaign was set up in close collaboration with agency Netzeffekt and over four weeks, we ran an A/B test in Adform FLOW using Carbon Reduction (powered by Scope3): two mirrored line items - one with Carbon Reduction ON and one for measurement only. The Carbon Reduction line achieved a major reduction in estimated media supply-chain emissions, with outstanding campaign outcomes.

59%

kgCO₂ emission reduction

+19%

conversions

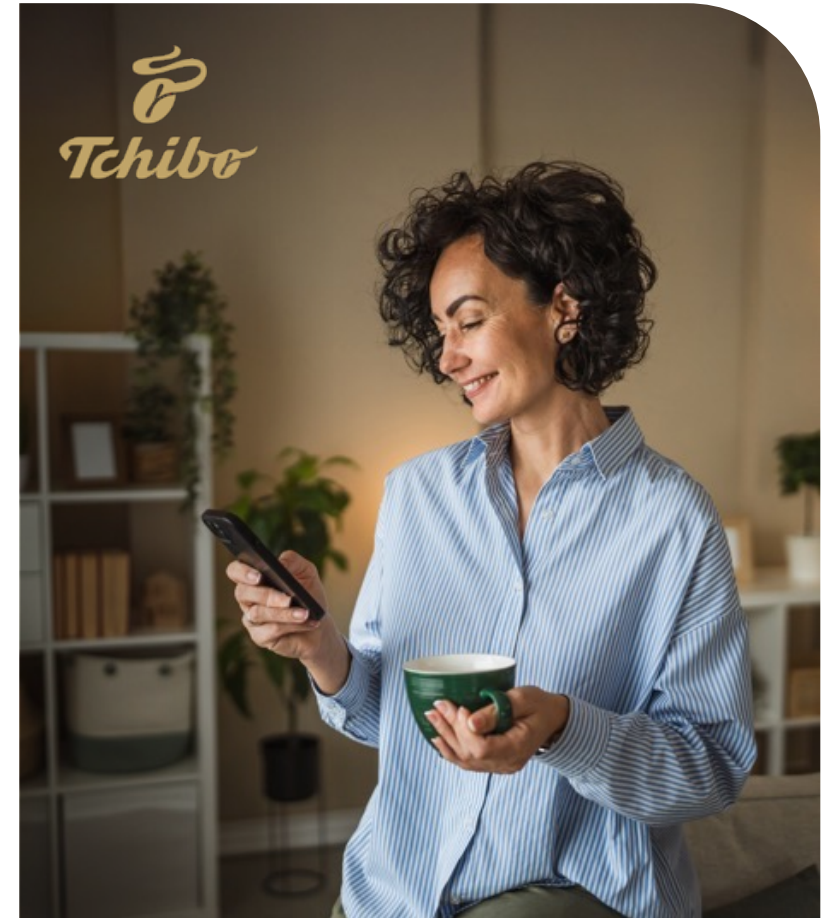
401

kgCO₂ saved



"We set up a clean A/B test to understand carbon impact in digital. With Adform, we achieved a substantial reduction in emissions while protecting outcomes - and even improving conversions."

Birgit Gänsbacher,
Head of Digital Marketing & Brand, Tchibo



*Adform's Carbon Reduction Feature is Powered by Scope3. It does not form part of the 'Climate Shield.'

Case Study

SIMon mobile's Scope3 success with Adform's Carbon Reduction Feature

adform

Results: Germany's SIMon mobile, Vodafone's low-cost brand, ran Adform's Carbon Reduction* (powered by Scope3) to test carbon-aware buying in a clean A/B campaign within the Adform DSP, with no manual optimizations.

The Scope3 ON group reduced estimated CO₂ emissions and increased conversions, delivering a materially lower CPA than the control throughout the campaign - demonstrating that sustainability signals can support performance rather than compromise it.

-75%

eCPA

+300%

conversions

-518 kg

CO₂ emissions since
the use of Scope3



"Our collaboration with Adform operated as a true partnership. Together, we implemented a more sustainable programmatic setup using Scope3 and achieved strong results: the test group delivered more conversions than the control while reducing CO₂ emissions by 518 kg, and cost per acquisition decreased by 75%. These outcomes align squarely with our performance and sustainability goals."

Marian Hanke
Senior Online Marketing Manager, SIMon mobile (Vodafone DE)

Case Study

Leroy Merlin Reduces its Digital Ad Emissions with Adform and Scope3

adform

Results:

Through their collaboration with Adform, and their digital agency, Mediaplus Italy, Leroy Merlin, a leading home improvement retailer, incorporated carbon reduction into their digital advertising strategy. By leveraging Adform's carbon reduction feature*, powered by Scope3, the retailer reduced the carbon emissions of their campaigns without compromising on performance.

67%

Lower carbon emissions than the national average**

65%

Of total impressions were served on domains that emit the lowest carbon emissions in Italy.

34%

Improvement in Cost Per Sessions (CPS) ***



"The campaign on Adform allowed us to test, for the first time, a technology designed to reduce carbon emissions while maintaining performance levels within the established benchmarks for the channel. This innovative approach underscores our commitment to sustainability without sacrificing the efficiency and effectiveness of our advertising efforts. Additionally, the campaign underwent significant optimization, enabling us to achieve a highly competitive Cost Per Session (CPS) relative to the target."

Giulia Cavanna, Client Lead, Mediaplus Italy



"Working with Adform for this test allowed us to gain a broader perspective on the emissions produced by our campaigns and to assess the player's capability to reduce them. Additionally, thanks to this test, we achieved approximately 67% fewer carbon emissions compared to the national average, while also optimizing campaign data, resulting in an improved CPS."

Andrea Bollani, Digital Marketing Manager, Leroy Merlin

*Adform Carbon Reduction is powered by Scope3 and is a custom carbon algorithm.

**Compared to Scope 3 Market benchmark for Italy – web – excluding consumer device

***This analysis evaluates the number of quality visits to the target site by comparing data from the month prior to and the month following the activation of Scope3.



Case Study

A1 Advances Carbon Reduction Goals with Lower Emission Ad Campaign Through Adform and Scope3 Partnership*

adform

Results: A1, as part of A1 Telekom Austria Group, aims to reach overall net-zero emissions by 2040 through renewable energy procurement and self-production, energy efficiency initiatives, supply chain emission reduction, and fleet transformation. Seeking to extend this commitment into its digital advertising efforts, A1 partnered with Adform and Scope3 to reduce emissions in its programmatic campaigns.

37%

Decrease in effective
cost per click
(eCPC)**

14 Tons

of CO₂e saved throughout
campaign when compared to
average rates in Austria***



"Partnering with Adform and Scope3 has enabled us to take a critical step forward in aligning our digital advertising with our carbon reduction goals. By integrating Adform's Carbon Reduction feature across all our programmatic campaigns, we've been able to reduce emissions without compromising performance. This collaboration has made it easy for us to pursue our vision of a more sustainable future in every aspect of our business."

Rut Morawetz

Head of Digital Communications and Content, A1 Telekom

*Adform Carbon Reduction is powered by Scope3 and is a custom carbon algorithm.

**This statistic compares the average effective cost per click (eCPC) over the first three months following the activation of the carbon feature to the average eCPC from the preceding three-month period.

***The average rate of carbon emissions for the campaign is calculated through Adform's Programmatic Carbon Index



Case Study

Yapı Kredi Aligns Sustainability Vision with Carbon-Reducing Ad Campaign Through Adform and Scope3 Collaboration

adform

Results:

In a pioneering A/B test conducted by Yapı Kredi, a leading Turkish bank, in collaboration with Adform and Scope3, we evaluated the impact of our carbon reduction feature* on various ad formats by toggling the feature on and off. The test showed that activating the carbon reduction feature* resulted in a significant decrease in carbon emissions without compromising the campaign's performance. This outcome reinforces Yapı Kredi's commitment to sustainability, demonstrating that environmental responsibility and effective advertising can go hand in hand.

57%

Decrease in grams of CO₂ per Thousand Impressions (gCO₂PM)

69%

Decrease in Total Emissions

5pts

Increase in Viewability



"By using Adform's platform and solutions, we successfully reduced carbon emissions in our communications, resulting in a decrease in environmental impact. Our commitment to sustainability not only reduces our ecological footprint but also resonates positively with our audience."

Levent Ornek, Head of Digital Sales & Growth Marketing, Yapı Kredi



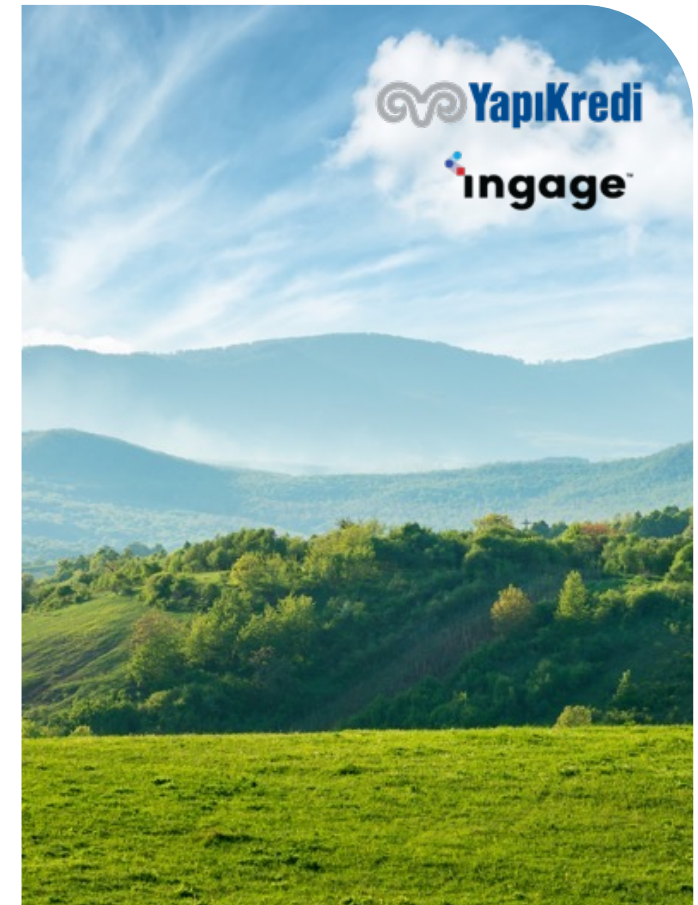
At Yapı Kredi, we've always been pioneers in promoting sustainability. Through our Sustainable Preferences Program 'Step,' we aim to highlight this commitment. Partnering with Adform allowed us to not only align our campaign management with our vision for a sustainable future but also significantly reduce our carbon emissions in our communications.

Derya Kondumer, Digital Marketing Manager, Yapı Kredi



Through Adform's Scope3 project, positive results we've achieved not only benefit the planet but also serve as an excellent guide for our future advertising campaigns. This collaboration has provided us with valuable insights and strategies that will enhance our efforts towards sustainable marketing.

Sezgi Salman, Performance Marketing Lead, Ingage



*Adform Carbon Reduction is powered by Scope3 and forms part of their "Custom Carbon Algorithms."

Case Study

Vodafone GR Create Game-Changing Sustainable Campaign with Adform's Carbon Reduction Feature*

adform

Results:

Discover how our Carbon Reduction feature* empowered Vodafone Greece to cut CO₂ emissions per thousand impressions in their campaigns. But it doesn't stop there—this innovative tool not only benefits the environment but also fuels the local economy by prioritizing impressions on local domains. The result? A decrease in the overall bounce rate, thanks to the enhanced quality of these domains.

Effective carbon reduction

67%

Lower gCO2PM than the control campaign

0.5 ton of CO₂

Saved with only 1.6 million impressions delivered compared to the control campaign

Resulting benefits

15%

More impressions delivered to local .gr domains

17%

Lower bounce rate with campaign compared to the control campaign



"At Vodafone Greece, our commitment to the planet is at the heart of everything we do. Looking ahead, we're forging a path of sustainable innovation in media as well, starting with measurement and benchmarking, and optimising as we move forward. Together with our trusted partners at Adform, we have integrated their carbon emissions optimisation technologies in our programmatic buying; prioritising digital spaces that share our vision, and shaping a future where advertising thrives in harmony with our environmental values. This initiative is a step towards our aspiration for a consciously greener, more responsible media landscape; mapping knowledge that can be shared, leveraged, and scaled by more advertisers soon."

Katerina Korkaka
Digital & Media Manager at Vodafone Greece



*Adform Carbon Reduction is powered by Scope3. This is a custom integration and does not form part of the 'Climate Shield.'

Case Study

Adform's Carbon Reduction Feature* Helps Hyundai in Its Quest for an Emission-Free Society

adform

Results: Hyundai's vision and mission statement is 'Progress for Humanity.' On top of pursuing green technology in their cars and manufacturing, the company also wanted to bring sustainable practices to their ad campaigns. With Adform's Carbon Reduction Feature, powered by Scope3, Hyundai could reduce the carbon emissions of their campaigns, without compromising on performance.

56%

Lower carbon emissions in Scope3 campaign Vs Turkey average.***

32%

Lower carbon emissions in Scope3 campaign Vs control campaign without reduction feature enabled.

7%

Higher click-through-rate in Scope3 campaign Vs control campaign without reduction feature enabled.



"We are pleased to collaborate with Adform to effectively reduce carbon emissions within our advertising. This aligns with our overarching global commitment to achieve carbon neutrality by 2045, as demonstrated by our Brand 3.0 campaign, which places a significant emphasis on future transportation solutions. With Adform's Scope 3 technology, we optimized our media activities, leading to a notable reduction in our overall carbon footprint."

Özlem Kılıçaslan
Marketing & Brand Communication
Sr. Specialist, Hyundai



*Adform Carbon Reduction is powered by Scope3. This is a custom integration and does not form part of the 'Climate Shield.'

** National average calculated with Adform's Programmatic Carbon Index.

***Myclimate.org: 'What is a digital carbon footprint,' [Accessed 2024].

Case Study

How Adform and Scope3 Are Helping GroupM Achieve Their Net Zero Emission Goals Across 11 Markets

adform

Results: GroupM was not only able to implement more energy efficient media buying but ensure strong engagement stats in the form of higher CTR and Viewability. The total emissions saved across 11 different markets were the equivalent to a flight from Dusseldorf to Boston, according to myclimate.org.

64%

Lower gCO₂ PM vs average multi-market benchmark*

929 KG

CO₂ emissions saved vs average multi-market benchmark

52%

Higher viewability

70%

Increase in Click-Through-Rate (CTR)



"Efficiency and sustainability go hand in hand. Understanding this and translating it into a more responsible and climate-friendly media world is our task. We're excited to join hands with our partner, Adform, as we take the first meaningful steps toward a greener media environment."

Nadja Schick
Managing Partner Responsible Media & CSR,
GroupM, Germany



* Based on the carbon emissions evaluated by Scope3 (ad selection and media distribution emissions).

Case Study

Vienna Tourist Board Pursues Its Sustainability Goals With Adform's Carbon Reduction Feature*

adform

Results: Adform's Carbon Reduction* feature allowed Vienna Tourist Board to test how much CO₂ they could reduce in their campaigns and what kind of impact it would have on their campaign performance.

59%

Total gCO₂
Reduction

9%

Viewability Rate
Uplift

6%

CTR Uplift



"Vienna Tourist Board pursues clear sustainability goals in the ecological, social and economic sense - building on its Visitor Economy Strategy presented in 2019. Adform and Scope3's Carbon Reduction Feature, which we were able to test for the first time in the context of a campaign for our Vienna City Card, is an innovative step in addressing Vienna's visitors in an even more environmentally friendly way in the future."

Claudia Wieland
Head of Brand Management, Vienna Tourist Board



*Adform Carbon Reduction is powered by Scope3. This is a custom integration and does not form part of the 'Climate Shield.'

Case Study

A.S.Adventure's Award-Winning Carbon Reduction Campaign With Adform and Scope3

adform

Results:

Adform's carbon reduction feature* not only helped lower emissions but also supported the local digital media industry, ensuring a fairer distribution of advertising traffic.

-48%

Reduction in carbon emissions on their DCO campaigns

+26%

More traffic directed to local .be websites on the open market

+92%

Increase in traffic to large premium publishers



"As an SBTi accredited business, we hold sustainability in high regard and make sincere efforts towards more sustainable practices. As a retailer, we must make use of means and channels that often counteract those efforts, including programmatic advertising. Adform's integration with Scope 3 provides an elegant middle ground between these conflicting goals, mitigating environmental impact while delivering quality display advertising to our customers. This with, surprisingly, no measurable negative impact on performance, and in fact improving local reach."

Robbert Bremer

Team Lead, Digital Traffic, A.S.Adventure



*Adform Carbon Reduction is powered by Scope3. This is a custom integration and does not form part of the 'Climate Shield.'

Case Study

Adform's Carbon Reduction Feature* Cuts Emissions for Top NZ University by Focusing Ad Spend on Low-Emitting Domains

adform

Results:

With Adform's Carbon Reduction Feature, Acquire was able to drive down the carbon emissions on the digital advertising campaigns for their client – a leading New Zealand University.

30%

of the domains, the most environmentally damaging ones, received absolutely no ad spend.

+59%

incremental budget reallocation. This means that when compared to the NZ national average, more of the budget went to lower emitting domains.

69%

lower grams of CO2 per thousand impressions (gCO2PM) Vs Market Average according to Scope3.



"Scope3's comprehensive approach to measuring end- to-end carbon emissions in the digital media advertising supply chain presented a unique opportunity for Acquire. We wanted to get a better understanding of the carbon footprint of the publishers involved in our current media purchases. Thanks to our collaboration with Adform and their seamless integration with Scope3, we were able to effectively measure and analyse this impact. This invaluable data empowered us to make informed decisions and implement strategic changes in our media buying strategies, ultimately reducing our carbon emissions".

Zane Furtado

GM – Technology and Innovation, Acquire

*Adform's Carbon Reduction Feature is Powered by Scope3. It does not form part of the 'Climate Shield.'

Case Study

Hartwall Decreases CO₂ Emissions and Boosts Heineken Campaign Performance with Adform's Carbon Reduction Feature*

adform

Results: Finnish Agency Tulos, and beverage giant Hartwall, successfully reduced CO₂ emissions and enhanced performance KPIs for their Heineken Campaign by leveraging Adform's Carbon Reduction Feature.

13%

Decrease in grams of CO₂
generated per 1000
impressions bought (gCO₂PM)

60%

Decrease in
Cost-Per-Click
(CPC)

47%

Increase in
Click-Through-Rate
(CTR)



Collaborating with Adform's carbon reduction feature has been essential for achieving our sustainability objectives in digital advertising. We discovered that sustainable media buying practices can complement your marketing goals and I applaud Adform for leading on a global scale and demonstrating a shared commitment to a brighter and more sustainable future.

Daniil Ivanov
Senior Programmatic Consultant | Tulos Finland

* Powered by Scope3

Case Study

Vodacom SA Reveals the Harmonious Relationship Between Sustainable Practices and Campaign Performance

adform

Results: Vodacom SA was not only able to implement more energy efficient media buying but to ensure strong performance results. Stopping ad spend directed at 30% of the highest polluting domains had the added consequence of creating higher quality impressions and more conversions as a result.

58%

Reduction in gCO₂ PM
vs Control line item.

67%

Decrease in Total
Carbon 100%
Emissions (CO₂) vs
Control line item.

40%

Reduction in eCPA
vs Control line item.

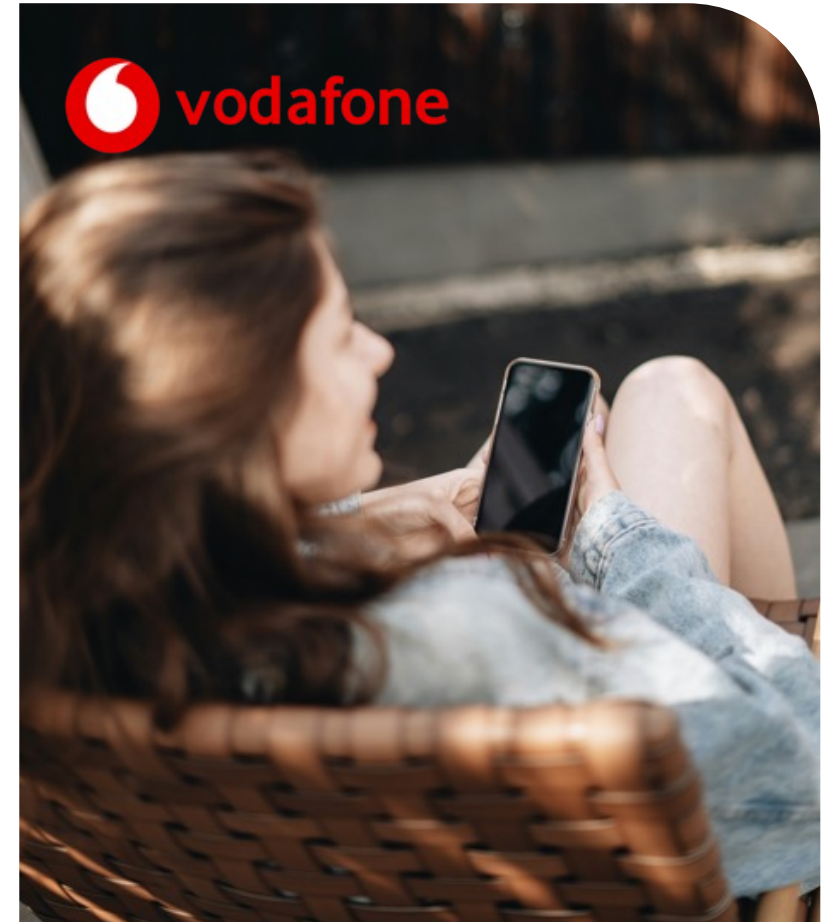
100%

Increase in
conversion rate.



"Embracing the Adform Scope3 DSP feature to reduce carbon emissions in the programmatic supply-chain was a game-changer for our fibre campaign. Being the first to try it in South Africa not only aligned with our environmental values but also gave us a competitive edge. Not only did we significantly lower our CO₂ emissions, but the unexpected bonus was the enhanced campaign performance it delivered. Kudos to Adform for innovation that benefits both our planet and our business!".

Lana Strydom
Executive Head of Digital, Content and Social
Marketing, Vodacom



Case Study

How Vodafone Germany Reduced Its Carbon Footprint With Adform and Scope3

adform

Results: Adform's Carbon Reduction feature, powered by Scope3*, enabled Vodafone Germany to run domain optimizations based on carbon emissions in four cycles over the campaign period.

40%

lower carbon footprint as measured by Kilograms of CO₂

12%

reduction in Cost Per Acquisition (CPA)

These impressive results on both environmental and business KPIs are the outcome of key factors:

30%

of the highest carbon emitting domains were removed over four rounds of optimization

28%

reduction in the average number of grams of CO₂ per thousand impressions (gCO₂ PM).

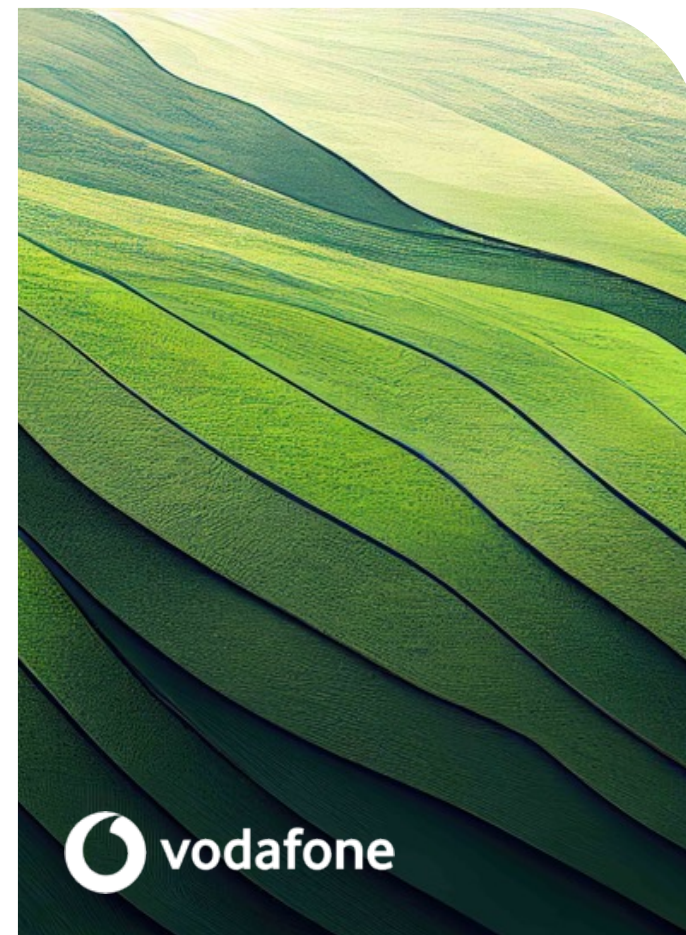
35%

increase in conversions per impression, causing an additional layer of carbon reduction.



"At Vodafone Germany, sustainability is important to us as a core value, and that's why we've partnered with Adform and Scope3 to drive carbon reduction in our digital advertising efforts."

Ivan Ivanov
Vodafone Germany Senior Online Marketing Manager



Case Study

How Audi Reduced Digital Advertising CO₂ Emissions With Adform and Scope3*

adform

Results: Adform's partnership with Scope3* enabled Audi Czech Republic and PHD Czech to run domain optimizations based on carbon emissions in three cycles over the campaign period.

33%

lower gCO₂PM

with optimized campaign compared to the control campaign in the A/B test.

43%

reduction in gCO₂PM

after three campaign optimizations.

81%

lower gCO₂PM

with optimized campaign compared to Scope3 market average.



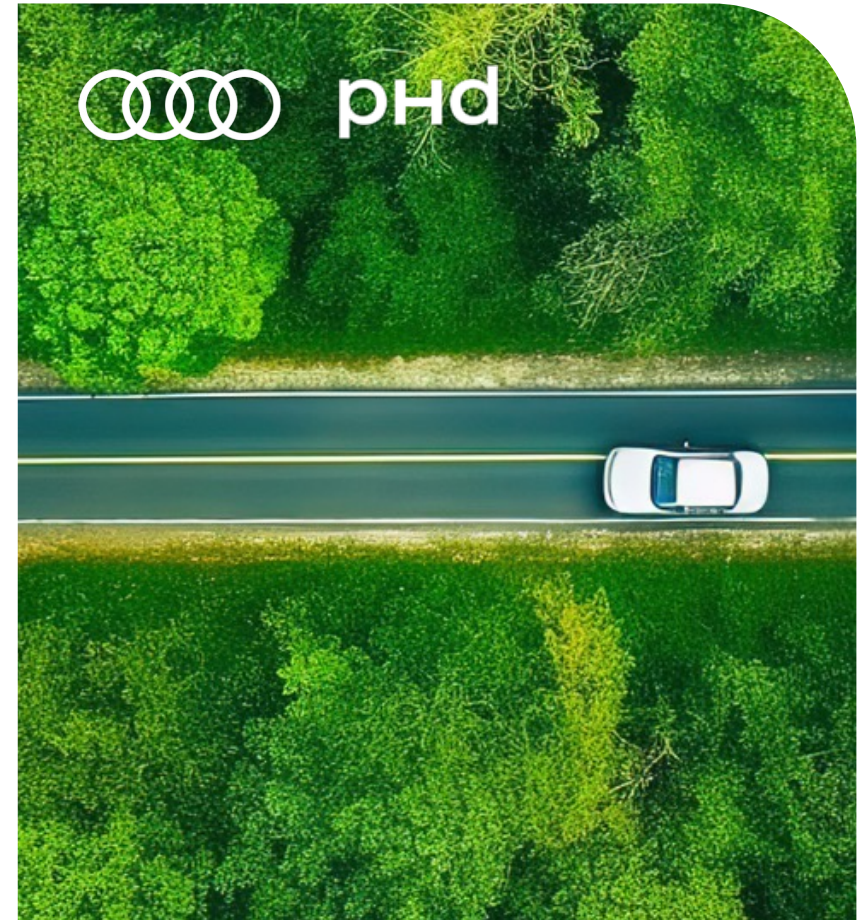
As a global premium brand, Audi prioritizes sustainability in advertising. Audi Czech Republic value our participation in this successful test, which highlights how good media planning can contribute positively to the planet. We have requested for Adform and PHD Czech Republic to pursue more sustainable RTB advertising optimization in the future. Audi are committed to the spread of this innovative approach to programmatic for helping the environment.

Martin Stránský
Senior Marketing Specialist Audi



Our agency's participation in early testing of this tool showcased the potential of optimizing campaigns based on carbon footprint. We successfully managed sustainable campaigns without impacting KPIs or budgets. In fact, our PHD Czech default campaign setup outperformed the market's carbon footprint benchmark. This approach promotes sustainability and social responsibility while helping businesses achieve their goals and positively impacting the environment.

PHD Czech Jindřich Jiráček
Digital Performance Specialist



* - Scope3 - CZ – March 2023 – Carbon footprint evaluation: media distribution & ad selection emissions

Case Study

Driving Sustainability and Performance: PcComponentes Reduces Carbon Emissions and Boosts Clicks with Adform and Scope3

adform

Results:

Adform's Carbon Reduction feature*, powered by Scope3, enabled PcComponentes to run domain optimizations based on carbon emissions in six cycles over the campaign period.

7%

Reduction in grams of CO₂ per thousand impressions (gCO₂PM) with the optimized campaign compared to the control phase.

21%

Reduction in overall carbon footprint as measured in kilograms of CO₂ (KgCO₂) as a result of focus on high quality impressions through the process of optimization.

6x

Increase in Conversions with the optimized campaign compared to the control phase.



"By gaining insights into the highest polluting domains in our campaign, we were able to introduce progressive changes. These strategic maneuvers are paving the way for a brighter tomorrow in the realm of advertising, as we sculpt a path towards a more sustainable and impactful future.."

Isaac Torrente García
SEM Manager PcComponentes



ID Fusion

Case Study

US marketing services leader uncovers new addressable audience opportunities with Adform's ID Fusion

adform

Results: A leading US marketing services company partnered with Adform to understand how much additional audience scale could be unlocked from its first-party data. Using two first-party audience segments onboarded through LiveRamp, the company evaluated addressability across Adform's ID Fusion over a three-week period.

The analysis showed that most reachable users were identified through additional IDs beyond the original LiveRamp-onboarded audience, demonstrating that first-party data can serve as a foundation for significantly broader audience reach. The findings provided a clearer, evidence-based view of incremental addressable reach and informed future audience planning and activation decisions.

88%

ID Fusion-driven reach

7x

audience reach extension

+740%

unique reachable users



Case Study

A US marketing agency increased unique reach, and lowered media spend with Adform's ID Fusion

adform

Results: A US performance-focused marketing agency, partnered with Adform to evaluate how ID Fusion could improve campaign delivery across a multi-channel strategy spanning CTV, display, video, plan-level, small-group, and retention activity. By comparing performance before and after activation, the team assessed the impact of improved audience recognition on reach quality, duplicated exposure, and media efficiency.

With ID Fusion enabled, the campaign reached more unique users, delivered a higher volume of tracked ads, reduced duplicated exposure, and lowered overall media spend. The results showed that impressions were distributed across more unique users, helping the marketing agency scale reach while spending less.

+22%

unique reach

+19%

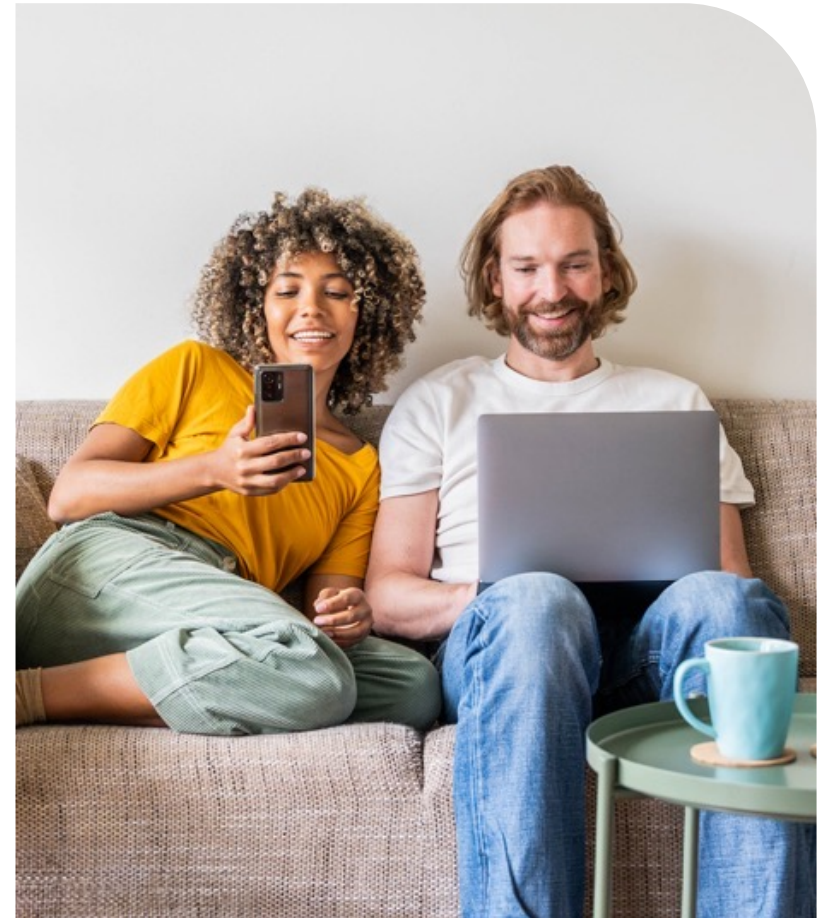
tracked ads

-6%

spend

-23%

duplicated exposure



Case Study

Precise Reach and Frequency Control for Kronans Apotek with Adform's ID Fusion

adform

Results: Kronans Apotek, a Swedish pharmacy retailer, together with media agency Hear mediebyrå, used Adform's ID Fusion to unify identity and keep frequency consistent across devices and cookieless environments. By combining premium Swedish inventory with first-party publisher data and selective third-party segments, the campaign built high-quality reach among people 60+ while maintaining addressability in all environments. The result was precise coverage with minimal waste through a single, transparent platform.

98.7%

addressable rate

1.3M

unique reach

11.6M

impressions delivered



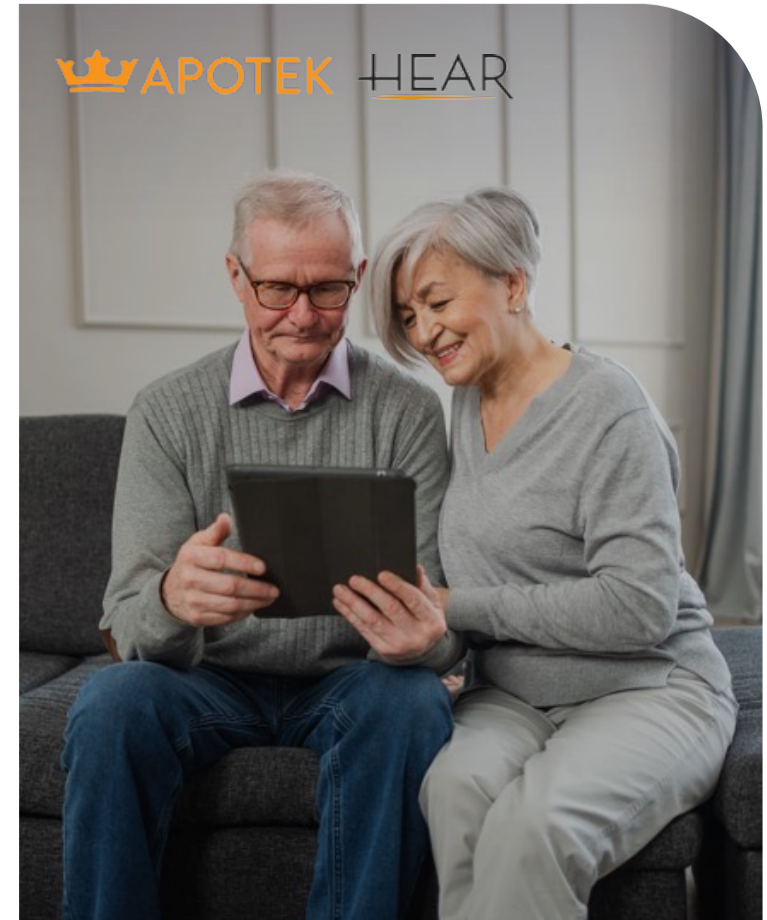
"From planning to mid-campaign adjustments, Adform's support was the best among our DSPs. ID Fusion unified frequency across IDs and environments, and the reach we needed showed up right where we expected it."

Robin Wiregård
Programmatic Specialist, Hear mediebyrå



"This campaign proved we can operate in a fragmented ID landscape without compromising integrity. Adform's data, inventory, and frequency controls allowed us to optimize quality of reach, ensuring the right content to the right group, and an approach that we can scale for future activations."

Malin Hammarström
Marketing Director, Kronans Apotek



Case Study

US agency IMM achieves scale and performance beyond third-party cookies with Adform's ID Fusion

adform

Results: Working together, Ideas Made Measurable (IMM) and Adform launched a programmatic campaign that delivered outstanding results in cookieless environments. Using our ID Fusion identity solution, the campaign outperformed the incumbent DSP, driving a 251% increase in conversions and a 382% uplift in reach. The outcome underscored the effectiveness of our technology and IMM's strategic approach in proving that scale and performance can be achieved beyond the limitations of third-party cookies.

251%

increase in conversions within
cookieless environments

382%

increase in reach



"We've had a long-standing relationship with Adform and have always experienced exceptional customer service in the ad-serving space. Their platform helps us accurately attribute sales and avoid platforms reporting on themselves. After seeing declining results from other DSPs, we worked with the Adform team to test new strategies — and their DSP consistently delivered stronger revenue and CPA performance. What began as an ad-serving partnership has grown into a high-performing DSP collaboration."

Hailey Mathieson
Media Director, IMM – Ideas Made Measurable



Case Study

Adform's DSP Outperforms in Head-to-Head Test for US Digital Marketing Agency IMM

adform

Results: Digital marketing agency Ideas Made Measurable (IMM) worked with long-standing Ad Serving partner of almost a decade, Adform, to create measurable impact for a US client across return on ad spend (ROAS) and conversions.

IMM turned to the Adform demand side platform (DSP) for the first time. We significantly outperformed a competing DSP, helping IMM to identify the targeting strategies that produce the best results for their client.

71%

higher ROAS

687

more conversions

205%

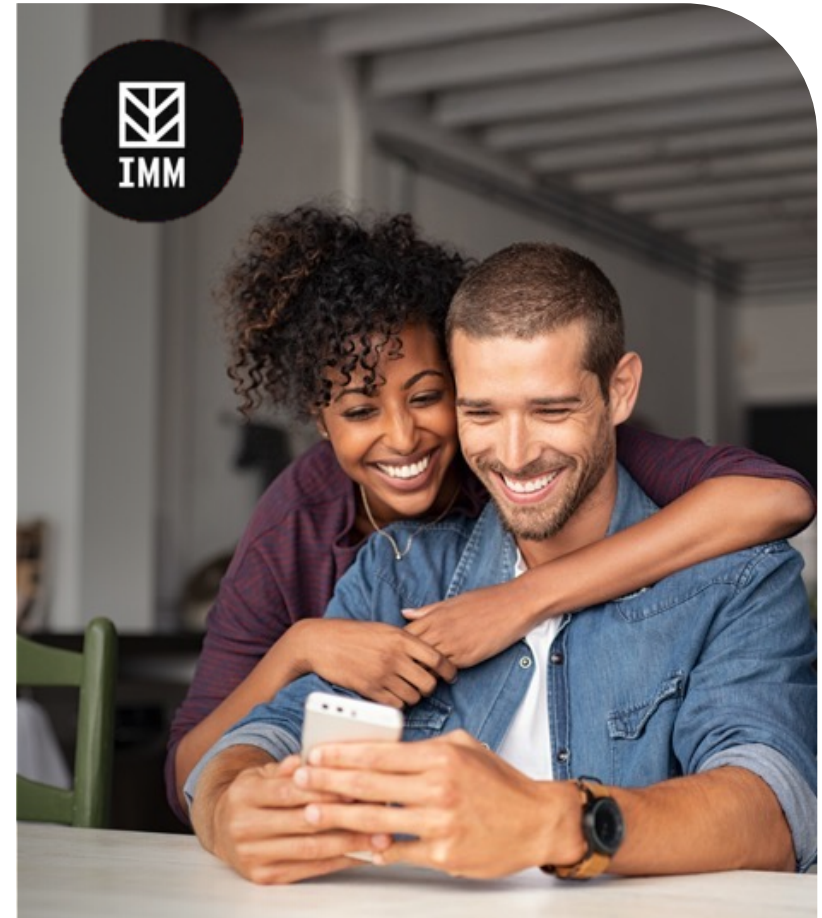
final Adform ROAS
against budget



"Adform has been a partner of ours for a number of years and has consistently impressed us with its exceptional customer service and its levels of performance and innovation. As an ad-serving partner, Adform has been able to help us cater to all of our client's needs.

Our decision to test the Adform DSP was the next evolution of this partnership. And, once again, Adform proved its excellence. As we continue to leverage Adform's ad-serving capabilities, we can now also rely on the DSP to drive results across all key metrics for our clients."

Hailey Mathieson
Media Director, IMM – Ideas Made Measurable



Case Study

Sweet Results, Smart Timing: Magnum Türkiye's CTV + HbbTV success with Adform's ID Fusion

adform

Results: In Türkiye, The Magnum Ice Cream Company partnered with Adform to turn TV moments into measurable outcomes. We connected HbbTV, a European smart-TV standard that blends broadcast and internet, to rapid CTV re-engagement, then verified impact with ID Fusion against a held-out control group. Over 2.5 months, the campaign demonstrated a timely, scalable path from TV exposure to action

+48%

conversion-to-impression lift
vs. TV-exposed audience

2.02%

CTV conversion rate

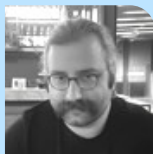
24.25%

campaign contribution



"This campaign was a turning point in how we approach integrated media. For the first time, we were able to quantify TV's direct contribution to conversions - something that has long felt intangible. By synchronizing linear TV with CTV and capturing intent at the exact moment it peaked, we built a fluid, data-driven ecosystem rather than separate channels. ID Fusion gave us the clarity to see the incremental value behind every touchpoint, while smart exclusions and precise segmentation ensured that our investment worked harder with zero waste. For me, this wasn't just a campaign; it was a blueprint for how modern media can connect brand storytelling with accountable, measurable growth"

Ecem Caka Altınok
Performance and Retail Media Lead, The Magnum Ice Cream Company



"This campaign proves TV can be more than brand building, it can drive measurable performance. By connecting consumer intent to activation through seamless platform connectivity, we delivered efficient, accountable growth. With TVEkstra's real-time HBBTV and Adform's data and activation stack, we achieved digital-level precision in the most traditional medium and set a new benchmark for cross-channel TV campaigns."

Erbay Aktuna
Cross Category Digital Director & Digital Lead, PHD



Case Study

Omnichannel Retargeting at Scale: How the Czech DTH & OTT TV provider Skylink, Drove Success with Adform ID Fusion

adform

Results:

In Czech Republic, Skylink, the Direct-To-Home satellite and Over-The-Top internet TV provider, successfully leveraged the Czech Ad ID for retargeting in the online environment, reaching 11.2% of users who had previously seen its ad on CTV. By activating the ID Fusion feature -which enriches user profiles by linking additional identifiers- the brand expanded its reach among CTV-exposed audiences within the online space to 93.7%. This 8.4× uplift highlights the transformative potential of cross-channel identity integration.

11.2%

Online reach of CTV-exposed users -
Baseline 1P retargeting via Czech Ad ID

93.7%

Online reach of CTV-exposed
users - with ID Fusion

8.4X

Reach uplift - ID Fusion
vs baseline retargeting



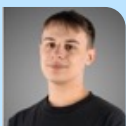
"Media Club is taking Connected TV advertising to the next level. By combining Czech Ad ID with prima+ first-party data and Adform's technology, we bring clients advanced targeting options -from retargeting to socio- demographic audiences- that were previously out of reach. Following successful summer tests with OMD Czech and Skylink, the solution is now available to all Adform's advertisers."

Michal Jůn, Strategic Consultant for Programmatic, Media Club



"We constantly explore options to target TV users at reasonable costs. Thanks to Adform and their cooperation with Media Club, we are now able to bridge CTV users of prima+ VOD into our standard programmatic remarketing activities in Adform. Adding ID Fusion to the mix helped us multiply the reach of CTV segment."

Tomáš Jelínek, Acquisition Marketing Manager, Skylink



"Our goal was to integrate new technologies into our campaigns and fully harness the power of CTV. We leverage Adform's technology and the prima+ bVOD platform to accurately measure real CTV users and integrate them into our data ecosystem. This enables smarter segmentation, remarketing, and storytelling - whether excluding audiences who've already seen our campaign or re-engaging them for a continuous brand experience."

Samuel Kopecký, Senior Technology Specialist, OMD Czech



Case Study

PIA Media drives retargeting success and unlocks cookieless performance with ID Fusion

adform

Results: Full-funnel digital marketing agency, PIA Media, teamed up with Adform in Germany to future-proof retargeting strategies in a rapidly evolving identity landscape. By activating ID Fusion in a live A/B test across two consecutive quarters, the campaign extended reach into cookieless environments, unlocked new audiences, and delivered a breakthrough in performance efficiency.

25%

lower CPM

56%

higher CTR

67%

lower CPC

93%

better CPA



“Thanks to ID Fusion, we can extend our client’s retargeting into cookieless environments without doing changes to the campaign setup. This innovation expands the available audience, recovers valuable reach that would otherwise be lost, and ultimately drives impressive gains across all key performance metrics.”

Lennard Nagel
Executive Director Programmatic, PIA Media



Case Study

Yango teams up with Adform and Audience360 to drive impactful results for BYD

adform

Results: Australian Independent Media Agency Yango partnered with data provider Audience360 and Adform to drive increased brand awareness, website traffic and sales for fast growing automotive brand BYD. Audience360's in-market data enriched by ID Fusion, helped fuel a cross-channel strategy that delivered smarter, more effective campaigns with measurable impact, to significantly scale the business.

118%

user increase on site
(Jan-24 vs. Jun-24)

56%

display engagement
rate growth
(Jan-24 vs. Jun-24)

26%

surge in YoY
unprompted awareness
(May-23 to May-24)

10.5%

of exposed audiences
booked a test drive



"Audience360's partnership with Adform has transformed our approach to targeting in-market audiences, allowing us to reach specific audiences across devices and channels, significantly improving engagement and conversions, making this partnership invaluable."

Dylan Sargent
Senior Media Manager, Yango



"Adform's flexible platform has allowed our clients to access our high-value audiences seamlessly with minimal data loss. The combination of Audience360's data with Adform's ID Fusion has been instrumental in enhancing our client's campaign performance across different channels."

Shruneek Prasad
Head of Data and Product, Audience360



Case Study

Haufe Akademie achieves top marks on CTV retargeting with Adform

adform

Results:

German professional development specialists Haufe Akademie worked with its agencies – pmc active and BurdaVerlag's Performance Marketing – and Adform to deliver a game-changing connected TV (CTV) campaign.

Our technology meant CTV viewers were successfully retargeted across their other devices, such as desktop, laptop, and mobile, and the campaign comfortably achieved its KPIs.

3.4M

Impressions served

+500K

unique users reached

100%

CTR goal met

97%

VCR reached



"The long-standing collaboration with Adform enables us to jointly develop tailored and innovative solutions for sophisticated campaign setups. This allows us to target users precisely and accompany them cross-device along their entire customer journey. I am convinced that there is still a lot of growth potential in programmatic advertising — even in the post-cookie era."

Carola Busam, Programmatic Expert, Performance Marketing by BurdaVerlag



"Leveraging Adform's ID Fusion solution, we were able to bridge the technical gap between non-clickable CTV environments and performance-driven digital channels for Haufe Akademie. This gave us a unique opportunity to re-engage high-value audiences beyond the big screen."

Adform's scalable technologies are enabling us to unlock smarter, more connected media experiences for clients. The Haufe Akademie campaign is a blueprint for more exciting things to come"

Kerstin Wölderling, Marketing Director, pmc active



"Through our collaboration with Adform, we were able to deliver a highly personalized campaign for Haufe Akademie that combined data-driven strategy with innovative media formats. This partnership allowed us to retarget our CTV viewers more efficiently and with stronger engagement across channels and other devices. The results speak for themselves and show what's possible when technology and creativity come together."

Marcel Theijs, Head of Marketing, Haufe Akademie



Case Study

Sachsenlotto wins big on media effectiveness with Adform's ID Fusion

adform

Results: Adform proved to be the winning ticket for Sachsenlotto, the lottery operator dedicated to Germany's Saxony region. Working with marketing consultancy Artefact, Adform was able to boost digital advertising efficiency for Sachsenlotto, enabling the brand to reach relevant users even in web environments without third-party cookies.

57%

incremental increase in unique impressions

45%

lower CPA through ID Fusion identifiers

62%

lower unique eCPM after enabling ID Fusion



"Partnering with Adform enabled us to achieve game-changing results, despite it becoming more difficult to reach existing and potential lottery players across Saxony. We're incredibly happy with how Artefact was able to leverage the ID Fusion solution to drive incremental reach and guarantee that we're able to continue reaching people across all environments."

Eva-Maria Karig
Digital Marketing Performance Manager



Case Study

Extending reach beyond CTV: Telefónica rings in omnichannel success with Adform

adform

Results: Find out how Telefónica, a leader in the telecommunications sector in Spain, pioneered the country's first retargeting campaign for connected TV (CTV). For this milestone, they partnered strategically with Adform and Havas Media Network. Using our unique ID Fusion solution, the display creatives not only reinforced brand recall but also maximized campaign performance. This innovative approach allowed for greater reach and significantly strengthened engagement.

100%

of users served display ads
were also exposed to the
CTV campaign

72.78%

Ratio between unique display
users and CTV reach

45.46%

improvement on unique
CTV devices tied to
unique display



"In this unprecedented collaboration in Spain, we brought a major ambition to life: retargeting TV users! We designed and implemented a full-funnel omnichannel strategy that allowed us to expand reach and maximize the effectiveness of our audiovisual campaign, going beyond the CTV inventory. Adform's ID Fusion technology enabled us to identify exposed users and retarget them with display creatives—always with consent and with full respect for user privacy."

Nicolas Bouchet
Global Head of Data & Digital Transformation, Havas Media



Case Study

Breaking Down Silos: How Adform's ID Fusion Helped Reckitt Unite Linear TV and Digital Audiences

adform

Results:

At Adform, we partnered with global agency HAVAS and TVEkstra, specialists in addressable TV advertising, to address Reckitt's ambitious goal of achieving seamless measurement across Linear TV and digital platforms. By leveraging our advanced ID Fusion technology and omnichannel capabilities, we seamlessly integrated TV audience data provided by TVEkstra with digital environments, delivering a unified, cross-device campaign for Reckitt's dishwasher brand, Finish.

7%

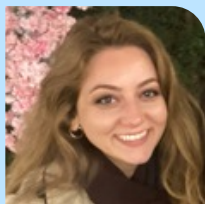
Enhanced reach achieved through cross-platform frequency capping

11%

Reduction in costs by minimizing media wastage

38%

Improved targeting driven by the reduction of media wastage



"Thanks to our collaboration with Adform and TVEkstra, we have created an innovative way to reach our target audience. By unifying TV and digital reach, we effectively used our budget to leverage unique reach. With impressive results, we are proud to be a part of this partnership, which opened doors to the future of media"

İrem Kalebaşı, Media Manager, Reckitt



"Adform was more than just a technology partner – they truly understood the essence of our Fusion Planning approach and embraced it as their own. Their ability to grasp the vision, adapt to our specific needs, and even enhance the concept with their expertise made a real difference. They became an integral part of the process, offering innovative solutions that helped us bridge the gap between TV and digital more effectively. Adform's proactive approach, deep market knowledge, and hands-on support ensured that we were not just implementing a tool but crafting a smarter way to plan media. Thanks to Adform, Fusion Planning has evolved into a powerful media strategy that delivers great results."

Levent Kasapoğlu, Head of Digital, Havas Media

Case Study

How Adform's ID Fusion Helped Big Shock! Achieve Game-Changing Incremental Reach

adform

Results:

How did Adform and energy drink brand, Big Shock!, pave the way for a cookieless future with an innovative approach to programmatic advertising? By leveraging the Czech ad ID—a first-party identifier developed by Seznam and Czech Publisher Exchange (CPEX) based on logged-in users—Adform enabled precise targeting across leading Czech publishers without cookies. To expand reach, we activated our ID Fusion solution, maximizing the impact of first-party data. Discover how our innovative campaign delivered measurable, future-proof results, setting a new standard for cookieless advertising.

23%

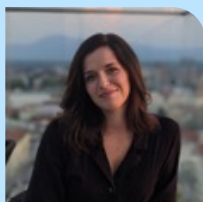
Of all logged-in users reached across all browsers on Seznam and CPEX before ID Fusion was activated.

87%

Users reached when extending Czech ad ID audience with ID Fusion demonstrating the ability of ID Fusion to match Czech ad IDs to other first-party identifiers.

273%

Incremental reach after enabling ID Fusion at the campaign level.



"We are extremely pleased with the results and proud to stay ahead of the curve. The implementation of Czech ad ID and Adform's ID Fusion solution has been a game-changer for our retargeting efforts, allowing us to effectively reach our audience without relying on cookies. This approach ensures we can engage users in both cookie and cookieless environments, and the results speak for themselves."

Barbora Zachová, Digital Manager, Big Shock!



"It's great that Czech publishers created the Czech ad ID ecosystem to facilitate campaign delivery in cookieless environment and we're proud to be the first one implementing the solution on advertiser side. Kudos to the team at Big Shock! They were bold enough to go "where no one has gone before" – and thanks to them we now have the proof that Czech ad ID is working as intended."

Martin Palounek, Programmatic Specialist, Publicis Groupe

Case Study

Volvo Successfully increase reach and control Frequency on Safari and Firefox

adform

Results: To test the impact of ID Fusion, Volvo compared two line items on the Safari browsers. One with ID Fusion and one without (control group). After setting a frequency cap of four, and then examining the actual results of the campaigns, Volvo discovered that the ID fusion campaign was much closer to the campaign target.

96%

Accuracy in
Frequency Capping
with ID Fusion

33%

Accuracy in
Frequency Capping
with Control Group

53%

Increase in Total
Reach

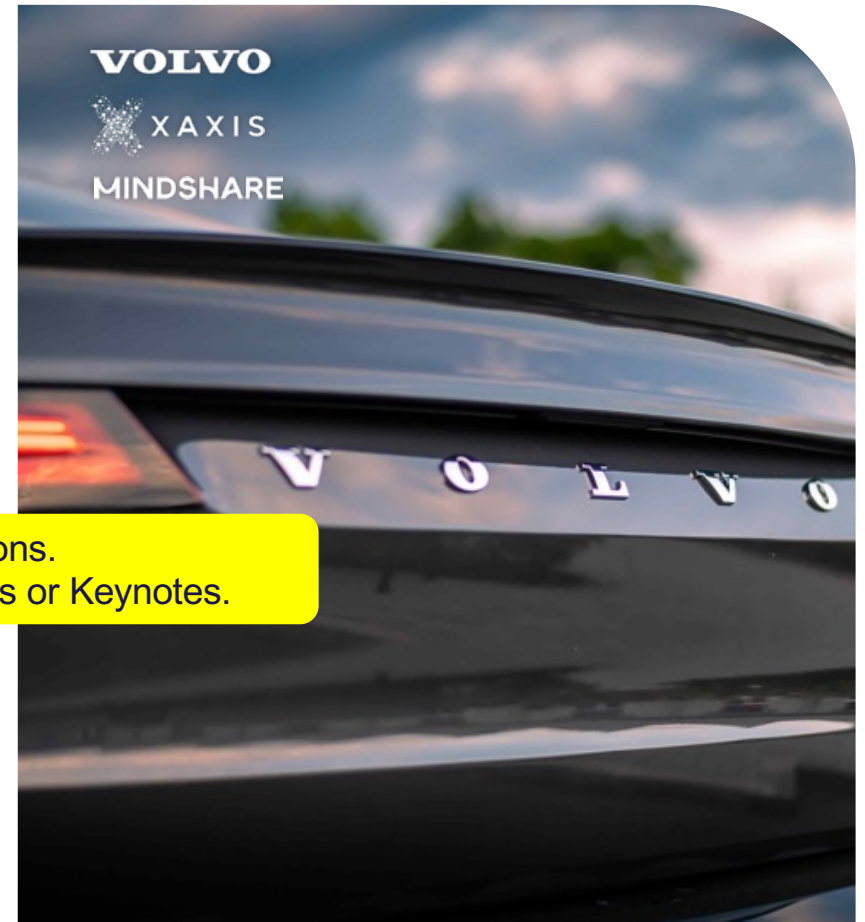
Please, only use in Presentations.
We do not have consent to use for Socials or Keynotes.



"After the completion of the process, the results proved to us that using Adform ID Fusion was extraordinarily successful with 95.75% ID matching. As for 2023 and further, we look forward to harnessing further benefits from ID Fusion. "

Erdi Talimlier

Strategy Digital Director, Mindshare Turkey



Case Study

How Adform's ID Fusion Changed the Game by driving performance for Transavia while reducing ad fatigue

adform

Results:

During the key travel booking season, Agence79 explored new performance strategies for its client, Transavia, through a dedicated campaign aimed at Safari audiences using Adform DSP. With ID Fusion, they scaled across more than 40+ cookieless IDs while maintaining control over frequency capping. This approach allowed Transavia to find new leads at a lower CPA compared to Chrome while minimizing ad fatigue and wasted impressions. As a result, the campaign was more effective and efficient reaching these new audiences.

-16%
in CPA

CPA was 16% lower in Safari
with ID Fusion vs Chrome

45%
of Budget Reallocated

Avoid excessive frequency
by activating ID Fusion in Safari

+6%
net reach

Thanks to ID Fusion



"Agence79 and Adform have been able to execute a first of its kind campaign focusing on driving incremental conversions at a competitive price with Safari. We have consolidated a lot of learnings from this campaign that help us balance our performance driven advertising strategies to better reach our key cookieless clients."

Fanny Silvestro James - Head of Digital Marketing, TRANSAVIA



"It is part of our agency's DNA to always look after innovative ad tech solutions. ID Fusion was an obvious choice to answer Transavia's challenge. As the results speak for themselves, we are really proud to have been a front running media agency in France with Adform."

Camille Quiqueret - Head of Programmatic, AGENCE 79

Case Study

BMW SA Increase Reach and Optimize Costs with Adform ID Fusion

adform

Results: With ID Fusion, BMW was able to optimize costs and dramatically increase reach.

27%

Lower Cost-Per-Thousand Impressions (CPM)

43%

Increase in Scale



“Working with Adform on this project was a two-fold success. We were able to achieve our intended goals by running the market-first programmatic campaign exclusively based on first-party identifiers, while ensuring that we reach a high scale of addressable audience in cookieless browsers. This is a great step in ensuring that, as a digital first BMW marketing team, we are prepared to face a world without the third-party cookie and can expect performance from Adform’s first-party ID solution.”

Makoma Manyama
Digital Marketing & Media Specialist, BMW South Africa



Case Study

GameStop Drives Store Visits With AdSquare Data and Adform ID Fusion

adform

Results: With AdSquare's geo-contextual audiences, and Adform's ID Fusion technology, GameStop saw numerous performance benefits in the lead up to Black Friday.

1M

Impressions

12%

Increase in Store
Visits During Black
Friday Period

50%

Increase in Click-
Through-Rate (CTR) Vs
Country Benchmark

10%

Conversion rate (Ad
Exposure to Store Visit)



"It's always a pleasure to work with partners like Adform to achieve the strategic goals set by the customer. Thanks to their support and professionalism, we were able to generate remarkable results."

Giuseppe Annunziata
Media Lead | Digital Angels



"We are delighted to collaborate with Digital Angels, which, together with reliable partners such as Adform and Adsquare, has enabled us to achieve significant results and increase visits to GameStop stores."

Angelo Di Giorgio
Digital Media Manager | GameStop



"Adform and Adsquare are among the partners that are constantly evolving and it is a pleasure to collaborate with them, as well as we are thrilled to work with cutting-edge clients such as GameStop."

Gian Marco Vignaroli
Programmatic Lead | Digital Angels



Case Study

Tastes of Chicago Maximizes Paid Media with Adform ID Fusion

adform

Results: With ID Fusion, Tastes of Chicago realized significant efficiencies from their digital display investment.

41%

Lower Effective Cost
Per Acquisition (eCPA)

72%

Higher Return on Ad
Spend (ROAS)



"There are only so many hours in a day, and only one of me. Adform has become an extension of my team. They've been critical in extending our reach, and their efforts complement our marketing initiatives in a way that makes sense for our business. They don't take a cookie cutter approach and push what's worked in the past with other partners. They're open to hearing feedback on performance from our point of view and collaborate to ensure our campaigns adjust to the market in a timely manner. Through increased data transparency and cross collaboration, we're now extracting maximum value out of our digital display initiatives."

Dina Louie
Director, Paid Media & Digital Channels
Lou Malnati's Pizzeria & Tastes of Chicago



Case Study

Vodafone UK Leverages Adform ID Fusion to Amplify Reach and Drive Conversions in the Cookieless Era

adform

Results:

With Adform ID Fusion, Vodafone UK could discover new audiences and successfully drive performance and Returns on Investment

11%

Incremental Reach on Safari and Firefox

45%

Incremental Conversions on Safari and Firefox

115%

Increase in Return on Investment (ROI)



"Working with Adform has truly been a game-changer for us, especially when it comes to navigating the cookieless era. The challenge posed by the deprecation of third-party cookies required a forward-thinking approach, and Adform's ID Fusion emerged as the perfect solution. By integrating with a myriad of emerging first-party IDs, we could ensure our campaigns can effectively reach users on browsers like Safari and Firefox."

Tajj Zeb
Programmatic Lead, Vodafone



Case Study

Leading Austrian Tourism Organization, SalzburgerLand,
Drives Performance and Unique Reach With Adform ID Fusion

adform

Results:

When comparing the test campaign to the ID Fusion campaign, SalzburgerLand Tourismus saw several performance benefits resulting from an increase in net reach.

18%

Uplift in number
of Unique Users

100%

Increase in Unique Video
Completions

92%

Increase in
Click-Through-Rate (CTR)



"Adform's ID Fusion technology has positioned us for the future and eliminated our dependency on third-party cookies. This has not only boosted our efficiency but also allowed us to optimize our net reach and enhance the quality of our communication. The results we have seen speak for themselves, and we are excited to continue working with Adform to further elevate our advertising efforts. Adform's ID Fusion technology is a game-changer for SalzburgerLand!"

Rainer Edlinger
Head of Online Marketing & Digital Projects
SalzburgerLand Tourismus



Case Study

Adform's First-Party ID Solution Helps Czech Lottery Brand, Sazka, Prepare for a Cookieless World

adform

Results:

With the increased reach, and the CPC algorithm, the campaign using a combination of first-party IDs performed significantly better than the benchmark campaign where no first-party IDs were used.

60X

Increase in traffic as a result of improved frequency capping.

30%

Decrease in Cost-per-Click (CPC)

44%

Increase in Click-Through-Rate (CTR)



"Our journey to a cookieless world has inevitably started. We had a chance to test switching from 3rd party cookies to 1st party IDs locally in a campaign. The results brought a great deal of satisfaction. We verified our hypothesis that frequency capping and click optimisation greatly improved with first-party ID campaigns."

David Choleva
Performance Specialist, Sazka



Case Study

Leading Global Online Gaming Brand Drives Conversions with Adform ID Fusion

adform

Results: Through A/B testing, the gaming company was able to test the impact of ID Fusion on key performance metrics.

74%

Decrease in Cost-per-Acquisition (eCPA)

15%

Higher Conversion Rate (COV%)

6%

Higher Safari & Firefox impression volume

“ID Fusion helped us drive conversions on our campaigns. We have always been able to rely on Adform to make sure our campaigns can evolve to meet the various privacy changes in the industry.”

Media Manager
Online Gaming Company



Case Study

Dentsu Bulgaria Discover Greater Efficiency and More Unique Audiences with Adform ID Fusion

adform

Results: When ID Fusion was activated, Dentsu could recognize a significantly higher proportion of users. This, in turn, led to Dentsu being able to more effectively control the number of times a user saw a particular ad. As a result, more ad spend could be used to efficiently reach unique users.

93%

of Impressions Recognizable
with First-Party IDs

55%

Less Wastage due to
Frequency Capping Control

83%

Increase in Audience
Uniqueness



“Collaboration will be the key to launching effective post-cookie solutions. With close partnerships, we can successfully manage the shift to an advertising ecosystem without third-party cookies”

Milena Mishineva
Chief Digital Officer, Dentsu



Case Study

Matterkind and Johnson & Johnson Launch Retargeting Campaign Based On First-Party IDs

adform

Results:

With first-party IDs, Matterkind were able to dramatically improve the performance of their campaigns.

28%

Increase in Click-Through-Rate
(CTR)
(Vs Campaign Benchmark)

50%

Decrease in Frequency Per User
(Vs Campaign Benchmark)



“Adform’s first-party data solution is a really exciting initiative and a development that we as an agency are working to be at the forefront of. We have been fortunate to be allowed to test Adform’s first-party data solution at an early stage, and the results are truly promising. We saw a more natural browser distribution and a performance boost on classic metrics. Adform’s first-party data solution will definitely be a part of our future targeting framework.”

Christian Evendorff
Managing Director, at Matterkind



Omnichannel

Case Study

Volkswagen and Bauer Media tune audio into a measurable performance driver with Adform Attribution

adform

Results:

Volkswagen Sweden, one of the country's leading automotive brands, wanted to understand whether audio advertising could do more than build awareness. Together with Bauer Media and PHD, the team used Adform's Audio Attribution capabilities to connect audio ad exposure with real user behavior across devices and measure the direct impact on visits and conversions on Volkswagen's Swedish website (Volkswagen.se). The campaign proved that audio could drive immediate, measurable business outcomes, transforming the channel from a branding-only environment into a performance-informed media investment.

438K+

tracked audio
adplays

36K+

audio-attributed
visits

16K+

audio-attributed
conversions

95%

of post-audio engagement
via smartphone



"This case is a great example of how premium digital audio delivers across the full marketing funnel. Together with Adform and PHD, we've been able to prove that audio not only builds brands but also drives measurable actions and conversions. The results reinforce what we've seen time and again: audio is a proven driver of business performance. It's exciting to see Volkswagen's campaign confirm what we've long believed, that audio is a true performance channel!"

Olle Bråne
Head of Programmatic Sales, Bauer Media Group



"As a brand committed to driving innovation, both on and off the road, Volkswagen is constantly testing new ways to connect with consumers. This pioneering audio attribution project enabled us to better understand the role of audio in the customer journey and helped showcase the value of data-driven media innovation."

Petter Mååg
Digital Media & Online Sales Manager, Volkswagen



"Adding traditional media to a digital strategy is something we know is working and has worked historically. Together with Adform we've brought evidence to this, but more importantly - we now have operability within the activities to ensure a shorter path to conversion"

Elias Svedberg
Client Manager, PHD



Case Study

A1 Telekom Austria proves the performance impact of CTV exposure on premium publishers with Adform

adform

Results: A1 Telekom Austria, the country's leading telecommunications provider, integrated Connected TV into a data-driven omnichannel strategy, using Adform to connect CTV exposure with cross-device retargeting and performance measurement. By combining ID Fusion, DMP, Ad Server, and omnichannel activation, A1 was able to retarget audiences on desktop and mobile devices after CTV exposure on premium publishers while measuring website visits and sales influenced by the campaign. The campaign also showed that website activity was highest within the first 15 minutes after CTV exposure, reinforcing CTV's role in prompting immediate audience engagement. The activation demonstrated how CTV can contribute beyond awareness, delivering measurable business outcomes across the customer journey.

1000%

ROAS on CTV activation

195%

ROAS within one hour after CTV exposure

49%

lower eCPA compared with a parallel display campaign

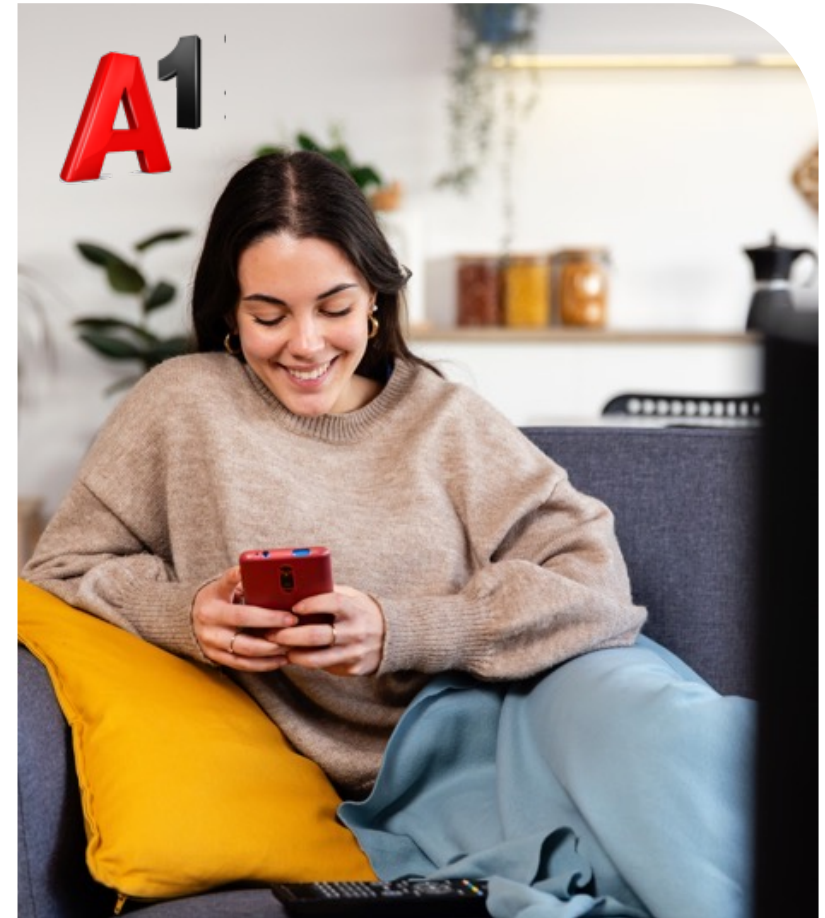
70%

of A1 website visitors were reached via the CTV campaign



"Adform enabled us to connect CTV exposure on premium publishers with cross-device activation and measurable business outcomes. The integrated setup gave us a clearer view of how CTV influenced audience engagement, website visits, and sales across the customer journey."

Stefanie Winkler-Schloffer
Director Marketing Communications, A1 Telekom Austria



Case Study

Santalucía amplifies brand connection through digital audio on Spotify

adform

Results: Santalucía, one of Spain's leading insurance providers, partnered with Maicca to strengthen its brand positioning through a high-impact digital audio strategy. By activating a Spotify campaign powered by Adform, the brand successfully connected with audiences in moments of high attention and emotional receptiveness. The campaign delivered exceptional brand lift performance, outperforming benchmarks across all key metrics and demonstrated the power of digital audio as a brand-building channel.

+6pts

ad recall uplift
vs. benchmark

+19pts

increase in brand preference
(+5 vs. benchmark)

+26pts

uplift in brand
consideration

5 secs

impact score
exceeding
benchmark average



"Adform enabled us to generate meaningful brand impact through a seamless and intuitive digital audio activation. The collaboration between the agency, the technology, and the brand allowed us to strengthen Santalucía's recall and preference in a key environment like Spotify."

Mar Gómez-Angulo
Advertising and Media Manager, Santalucía

Case Study

The Government of the Canary Islands, Ecoembes and 22GRADOS bring premium Spotify audio to the Canary Islands with Adform

adform

Results:

The Government of the Canary Islands and Ecoembes, the Spanish non-profit organization that drives the transition to a circular economy in the household packaging environment, partnered with media agency 22GRADOS to launch an awareness campaign targeting the neighbors in the Canary Islands. With listeners highly engaged in music and podcast environments, Spotify was selected as a key channel to reach audiences in a natural, uninterrupted context. Through Adform's DSP and the Spotify SAX integration, 22GRADOS activated premium audio and podcast inventory programmatically, enabling the Government of the Canary Islands and Ecoembes to reach users while they were actively listening. The campaign delivered strong attention levels and highly efficient listening costs, confirming the effectiveness of premium audio as a channel for awareness campaigns.

94.4%

listen-through rate

82%

decrease in unique cost per listen



“Activating audio on Spotify in such a simple way helped us connect with people in a more natural and engaging environment. The results were strong from the beginning, confirming that investing in this type of format and partners can deliver meaningful impact.”

Anouar Ahmed Marrero
Public Affairs Project Director, 22GRADOS



Case Study

Adform Brings Control, Visibility, and Performance
to Martini Media's CTV Strategy for Luxury Fragrance Brand

adform

Results: Adform unified supply, data, and optimization into a single platform, giving Martini Media full transparency and control. CTV supply and performance were managed through one dashboard, while automated optimization maximized video completions and protected brand integrity.

99.1%

video completion
rate (VCR)

98-99.7%

Week-over-week VCR

Consistent pacing and zero
delivery interruptions



"Adform proved to be the right partner to deliver premium Connected TV reach without compromising on transparency, control, or brand safety. Their unified platform gave us the visibility we needed across supply, data, and performance, while maintaining the luxury standards of the brand. The collaboration ensured our campaign reached the right consumers in the right environments, and the execution was seamless from start to finish."

Thom Allcock
Martini Media, EVP Marketing



Case Study

BMW South Africa shifts CTV into high gear with Adform and first-party precision on SABC+

adform

Results:

BMW South Africa, a premium automotive leader, asked a simple question: can free streaming deliver luxury intenders with real efficiency, not just reach? The objective was to improve key KPIs while reducing wasted impressions by proving first-party CTV targeting can beat broad buying in the same environment. Together with SABC+, Adform ran a controlled test on CTV, comparing broad targeting versus BMW first-party audiences. The outcome showed BMW's audiences were reachable and more likely to act when activated with first-party data, turning CTV reach into measurable efficiency.

4x

higher CTR
vs broad

75%

lower CPC
vs broad

60%

eCPA
lower cost per interacting
visit vs broad

96%

viewability

86.3%

VCR



"Activating our own first-party audiences on SABC+ proved that premium targeting delivers premium outcomes, even in open streaming environments. The uplift in engagement and efficiency gave us confidence to scale CTV with control."

Ané Viljoen
Brand Manager, BMW



Case Study

Drivello takes the wheel on programmatic DOOH with Adform

adform

Results:

Hungary's driving app Drivello ran a four-week programmatic DOOH campaign with Adform that turned real-world presence into measurable brand visibility. Across carefully selected premium shopping centers and high-dwell fitness venues, the activity delivered broad national reach and sustained on-screen presence. Adform's direct Broadsign connection provided clear verification of delivery and plays, while advanced planning and optimization ensured performance could be read with familiar digital metrics and scaled with confidence.

220K

playouts

745K

opportunities-to-see (OTS)



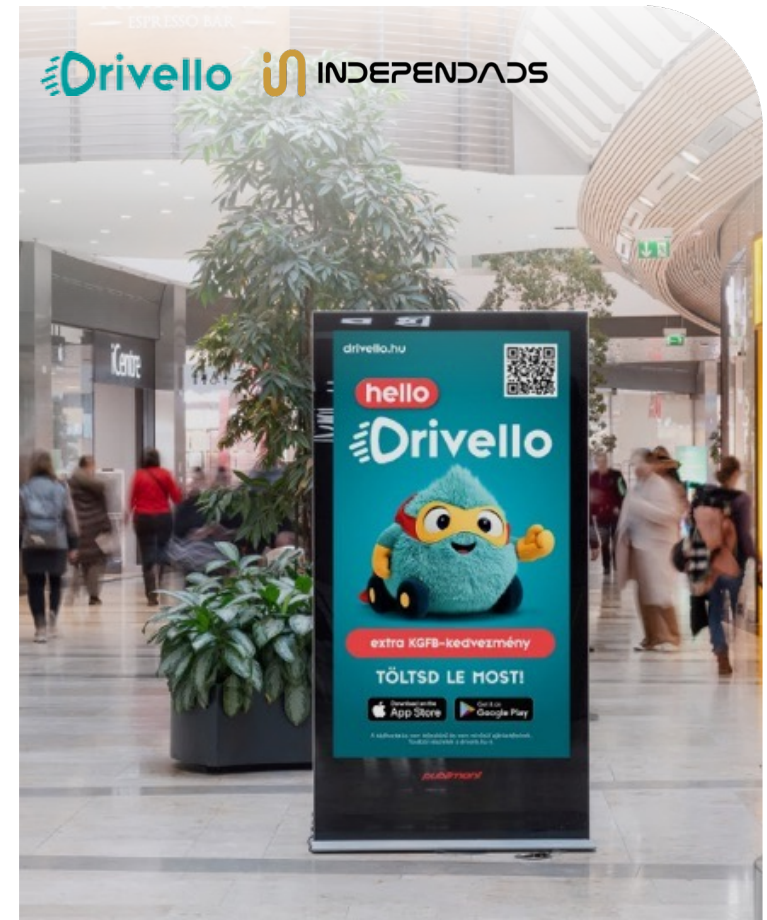
"With Drivello's programmatic DOOH campaign, our goal was to bring the flexibility and measurability of digital media into indoor. The campaign results confirmed that DOOH can be effectively integrated into the omnichannel mix, delivering scalable brand visibility in relevant contexts at premium locations, along with transparent performance measurement."

Károly Lukács
Online Marketing Specialist, Drivello



"The programmatic DOOH campaign for Drivello's launch in Hungary successfully connected high-impact indoor screens in shopping malls and fitness centers via Adform, delivering contextual, measurable brand visibility as part of a broader digital and online strategy."

Krisztián Dobos
Head of Automated Media & Data, IndependADS



Case Study

Otrium drives long-term profitable growth with Adform's unified omnichannel activation

adform

Results:

Otrium, a fast-growing online outlet platform for designer fashion, partnered with Draft Digital and Adform to develop a new integrated brand and media strategy focused on sustainable, long-term growth. By shifting from a predominantly lower-funnel, performance-driven approach to a more balanced omnichannel strategy, Otrium strengthened brand visibility, improved performance measurement, and built a scalable foundation for future expansion.

+27%

new customers
vs. previous year

+10%

higher share of new
customers from
branding channels

+41%

increase in
brand searches

8.38 iROAS

for branding channels



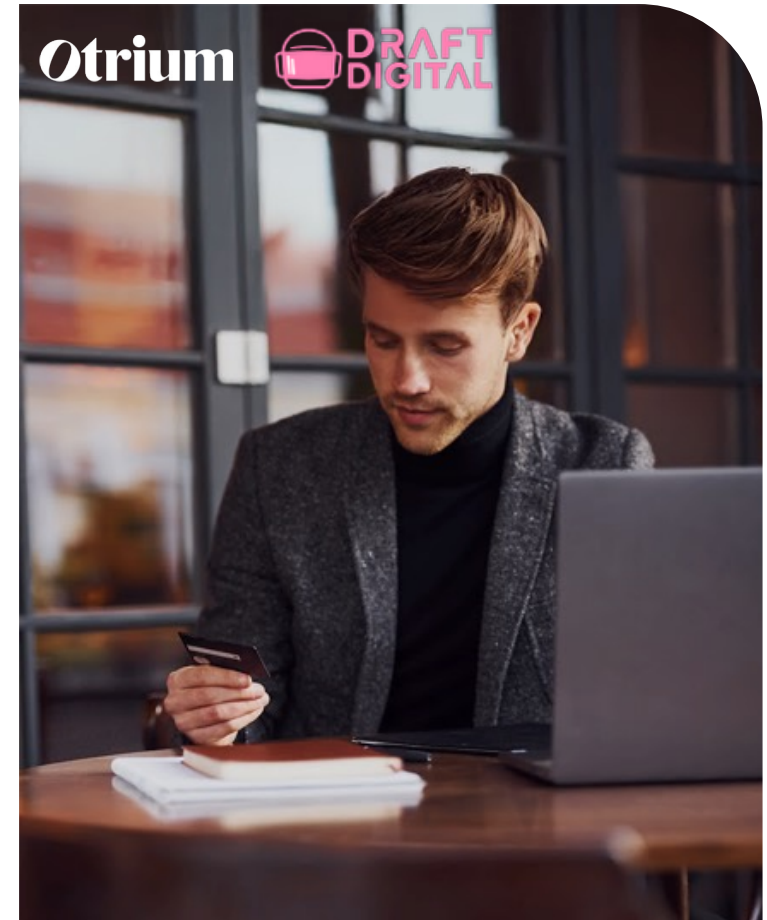
"Adform's omnichannel capabilities gave us the foundation we needed to scale branding in a measurable way. The ability to activate all digital channels consistently - with clean data feeding into our modelling - was essential for building a strategy that balances brand and performance."

Philip Sonneveldt
Head of Growth, Otrium



"Working with Adform allowed us to streamline activation across audio, DOOH, and digital formats while maintaining full transparency and control. Their technology and collaboration were critical in turning a complex, multi-layered strategy into a scalable growth engine."

Lars Postmus
Owner, Draft Digital



Case Study

Delivering Premium Audience Reach:
Adform Helps US Marketing Agency Martini Media
Achieve Record CTV Performance for Luxury Brand

adform

Results: Martini Media confirmed Adform as the top global CTV performer for the luxury brand, outperforming all other partners on plan. We launched on time, delivered budgets in full, exceeded KPI benchmarks, and achieved results across premium environments like Paramount+ and DirecTV.

97.73%

video completion
rate (VCR)

98.59%

view-through
rate (VTR)



"Partnering with Adform was essential to the success of this flagship campaign. Their ability to launch on time, maintain scale under strict brand-safety requirements, and optimize continuously made them stand out. Not only did Adform outperform global platforms, but they also provided the precision and transparency we needed to deliver exceptional results. This collaboration has set a new benchmark for how we approach Connected TV."

Thom Allcock
Martini Media, EVP Marketing



Case Study

Svenska Spel and Adform connect CTV exposure to real conversions across devices

adform

Results: Svenska Spel Sport & Casino, Sweden's state-owned gaming and betting operator, wanted to understand how Connected TV (CTV) advertising contributed to real business outcomes during the Ice Hockey World Championship. Together with Tre Kronor Media, the team used Adform's omnichannel attribution capabilities to link CTV exposure on TV4 Play to visits and conversions on Oddset.se across household devices.

+25%

stronger conversion impact in the first 15 min compared to the following 15 min interval

+65%

higher conversion concentration in the first hour compared to later time windows

3 device types

(CTV, mobile, desktop) connected at household level for attribution



"As the largest broadcaster in Sweden, TV4 is the natural go-to destination for Swedes to consume content – and for advertisers who want to reach them. By working with programmatic platforms like Adform, we continuously improve the value we offer to viewers with relevant ads and to advertisers with precise targeting. With Adform, we are pleased to see that, in addition to programmatic buying, we can now also offer performance measurement that will be highly relevant for clients such as Svenska Spel."

Gustaf Möllefors
Head of Programmatic, TV4



"Adform's CTV attribution report gives us entirely new opportunities to understand the impact of our CTV investments. By connecting traditional CTV with the ability to measure how viewers react on other devices, we gain insights that help us optimise our campaigns and deliver stronger results for our clients. We look forward to continuing to develop this together with Adform – their commitment, service and fresh thinking make them a highly valued partner."

Patrik Garpmo
Programmatic Lead, Tre Kronor Media



Case Study

Adform's ID Fusion Helps Breuninger Bridge CTV Storytelling with Performance

adform

Results: Breuninger, a German premium fashion and lifestyle retailer, partnered with Adform to bridge CTV storytelling with performance. The campaign first built high-quality reach on connected TV, then retargeted exposed audiences across devices in cookieless contexts, translating brand engagement into efficient lower-funnel results through a single, unified platform.

100%

delivery of prospecting and retargeting campaign activities

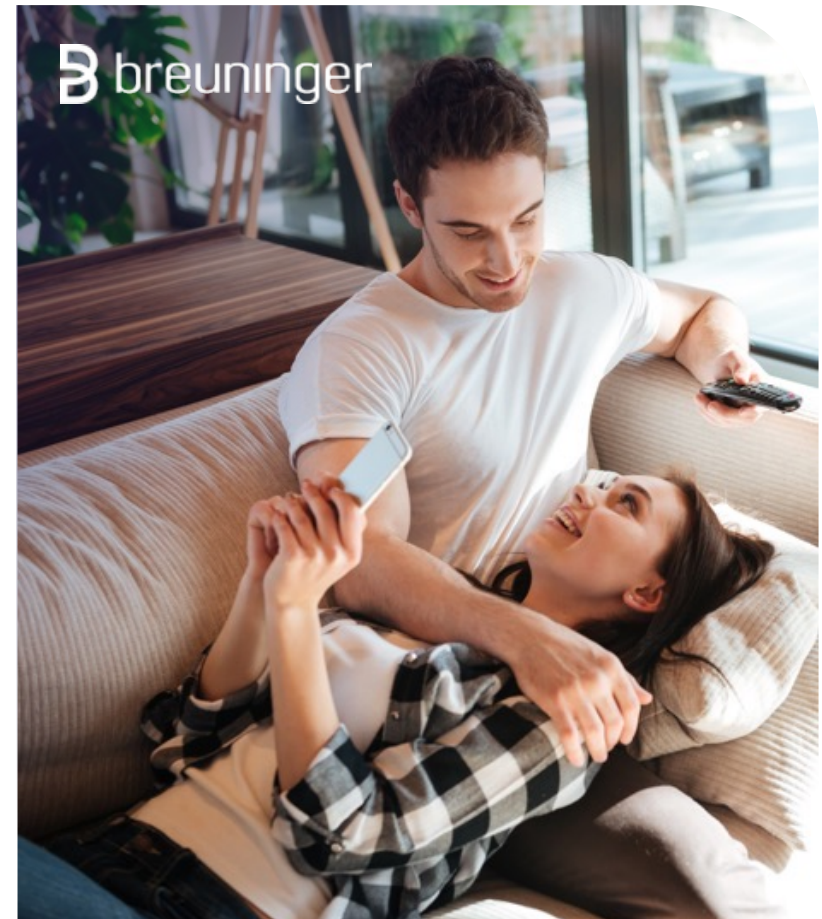
57%

conversions driven by users exposed to the CTV ad



"Linking our CTV storytelling to cross-screen retargeting finally gave us a clean path from attention to action. Adform's ID Fusion let us re-engage CTV-exposed households across devices in cookieless environments while keeping frequency disciplined and overlap under control. The setup was straightforward, reporting was transparent, and optimizations were fast. This is now our baseline for turning big-screen reach into measurable performance."

Mario Pumm Bravo
Head of Performance Marketing, Breuninger



Case Study

Budweiser Budvar Drives Awareness in the UK with Adform's DOOH Planner

adform

Results: Budweiser Budvar, in partnership with Slovakia's leading media agency, Digiline and Adform, successfully harnessed the power of programmatic DOOH to boost brand awareness in one of the world's most competitive beer markets. Through premium inventory access provided by Framen and VIOOH, combined with Adform's advanced planning and optimization capabilities, the campaign achieved strong visibility and measurable reach across key locations in London and Manchester.

2.4M

opportunity-to-see (OTS)

203K

playouts

447 hrs

of time played



"Expanding into the UK market required bold moves, and DOOH proved to be a powerful channel to build awareness in key cities. With Adform's technology and the support of Digiline, we could easily access premium inventory and track our campaign with full transparency. The collaboration gave us confidence that every impression counted."

Rich Sanna, Commercial Director, BBUK



"Working with Adform enables us to deliver innovative and measurable campaigns for our clients. For Budweiser Budvar, we seamlessly activated programmatic DOOH across London and Manchester, leveraging Adform's DOOH Planner and real-time optimization. The platform gave us the flexibility and insights we needed to maximize impact and prove the value of DOOH."

Denis Rak, Performance Director, DIGILINE



Case Study

BCR and Adform set a new benchmark with Romania's first programmatic LIVAD campaign

adform

Results: BCR, one of Romania's leading banks and part of Erste Group, became the first brand in Romania to activate a campaign using LIVAD technology programmatically, in partnership with Publicis Romania and Performics Romania. By combining Adform's omnichannel DSP and LIVAD's unique influencer ecosystem, the campaign reached younger audiences in their favorite environment, live gaming streams, while delivering outstanding engagement.

1.3M

total followers

844K+

completed views

3,142+

hours of watch time



"Through our partnership with Adform, we were able to bring innovation to financial empowerment, by meeting young audiences where they are most engaged. The LIVAD activation allowed us to combine creative content, technology, and influencer engagement to showcase BCR's benefits programme in an authentic way."

Radu Iason-Martina, Campaign Manager, BCR



"With Adform's omnichannel technology and our programmatic expertise, we reached an audience once considered unreachable — in-game. The LIVAD activation was a first in the market and showed how true engagement can be achieved when creativity, data, and innovation work together."

Andreea Ivanov, Programmatic Lead, Performics



Case Study

Carrefour and Havas Romania unite gaming, CTV, and online video to deliver next-level omnichannel performance

adform

Results: One of Europe's leading retail brands, Carrefour, partnered with Havas Romania -a full-service media agency- and Adform to run a cross-channel activation that blended gaming, connected TV, and online video. The campaign delivered strong engagement and performance benchmarks, bringing Carrefour's Learn Play Balance message to life for families across digital touchpoints.

90%+

overall viewability

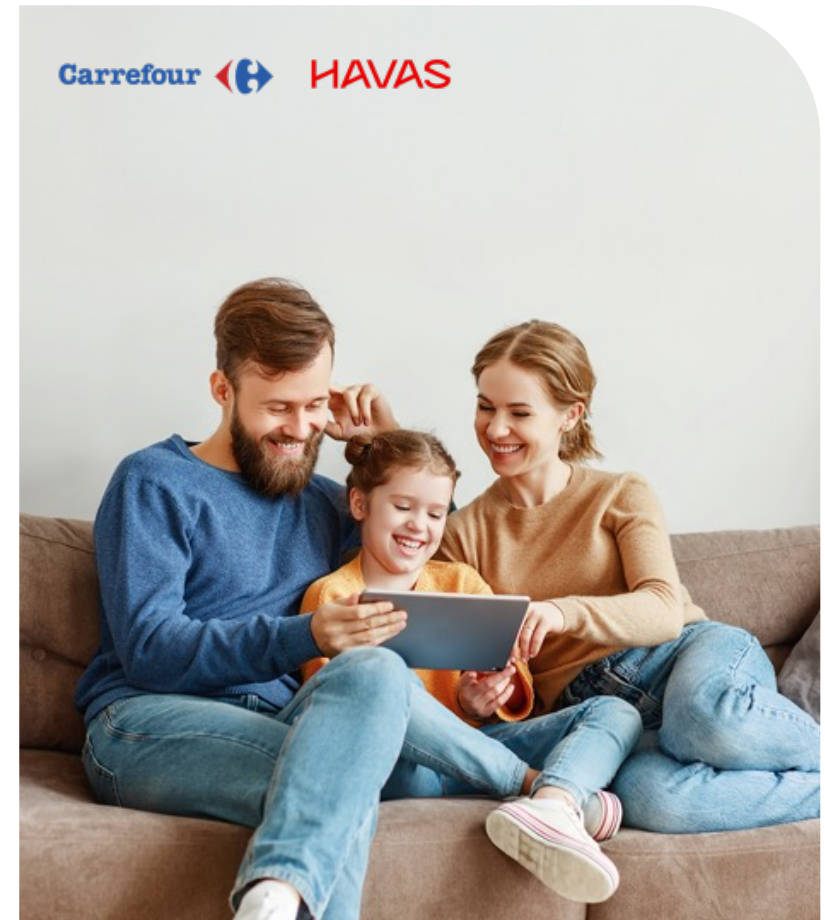
80%

video completion rate



"Our brief was ambitious: show up authentically in gaming, drive performance on CTV, and scale through online video. Adform made it straightforward. With one DSP, we had a unified view and timely optimizations across channels. We reached families where they actually spend time, and kept the story consistent across screens. The campaign delivered for the brand. A reliable, solutions-oriented partner from planning to wrap-up."

Anca Șercău
Head of Programmatic, Havas Media Romania



Case Study

Vodafone Germany's online video campaign raises the bar on brand lift and achieves benchmark-beating results

adform

Results: Vodafone Germany partnered with Adform to unlock sharper, data-driven creative decisions. By running a head-to-head A/B test of two video assets through our seamless integration with Happydemics, the campaign delivered game-changing insights and outperformed market benchmarks.

+60pts

uplift in Ad Perception
(Top 15% of market)

+37pts

uplift in Attribution

+36pts

uplift in Clarity

+3pts

above benchmark in
Ad Likeability



"In this collaboration with Adform and Happydemics we were able to gain overall consumer insights and to further develop our digital campaign strategy sustainably. By conducting an A/B test, we were able to identify clear differences in the creative effects on our brand objectives and derive valuable learnings for future campaigns. The collaboration with both partners was efficient, solution-oriented, and characterized by strong technological expertise."

Ines Deinert

Digital Media Manager, Media Planning and Delivery, Vodafone



Case Study

Wolt Breaks New Ground with Programmatic DOOH in Finland

adform

Results: Over a three-week nationwide campaign in May 2025, we partnered with Wolt to deliver programmatic DOOH on a scale, running a single 10-second vertical video. A screen location-linked Brand Lift study with Happydemics verified strong performance: recall in the top 5%, attribution in the top 10%, and above-benchmark lifts in interest, brand image, and consideration - showing that well-planned DOOH can move beyond awareness to measurable intent.

25%

ad recall rate - top 5%
in Happydemics BLS

Top 10%

attribution - brand
recognition vs. Benchmark

12.2M

OTS - incremental reach
across premium DOOH



"Adform marked a significant step forward in how we approach digital out-of-home. Their platform made activation across multiple publishers - including first-time programmatic - simple, giving us transparency and control to scale with confidence. Bringing our multichannel work under one roof with unified planning and centralized reporting meant fewer handoffs, faster launches, and a single view of performance. Partnering with Happydemics let us measure impact credibly: ad recall ranked in the top 5% and attribution in the top 10% of studies, alongside strong gains in brand image and consideration. It set a new bar for how we plan and evaluate DOOH."

Anna-Maria Moira
Global Brand Performance Marketing Lead, Wolt



Case Study

Laško and Adform raise a glass to 200 years with Spotify audio success

adform

Results: To celebrate its 200th anniversary, Laško – Slovenia's iconic beer brand from the Heineken Group – partnered with Media Publikum and Adform to deliver a landmark audio campaign on Spotify. By combining the emotional power of music with the precision of programmatic buying, the campaign connected heritage with new generations and delivered exceptional engagement.

96.45%

listen-through
rate

0€

minimum spend for
programmatic activation
(vs. €2,500 direct)

20 sec

audio ad
creative duration



“Working with Adform allowed us to transform Laško's 200th anniversary into a modern, data-driven story that resonated with listeners. The Spotify audio campaign connected tradition with innovation and delivered exceptional engagement that truly celebrated this milestone.”

Nika Oražem
Digital Marketing Specialist, Dentsu



Case Study

Plzeňský Prazdroj maximizes the power of instore advertising with DOOH

adform

Results:

In March and April, Czech brewing icon Plzeňský Prazdroj (makers of Pilsner Urquell) unleashed a bold DOOH campaign for its Proud and Birell lager brands across the COOP retail network.

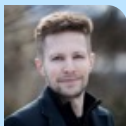
By tracking sales data across DOOH-enabled stores versus the rest of the network, we isolated the campaign's true impact. The results spoke for themselves - showing clear, incremental growth in both sales volume and value.

	March	April	
Uplift in volume	19%	21%	
Uplift in value	14%	15%	Incremental growth in stores with V3 DOOH



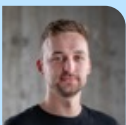
"We are proud to be the first brand to test V3's innovative solution for purchasing in-store screens across Coop stores. We truly value that Adform partners with local providers, enabling a closer and more effective collaboration. Exploring new technologies is key for us, and channels like DOOH and CTV play an essential role in how we connect with consumers."

Jakub Peterka, Digital Media & Communication Supervisor, Plzeňský Prazdroj



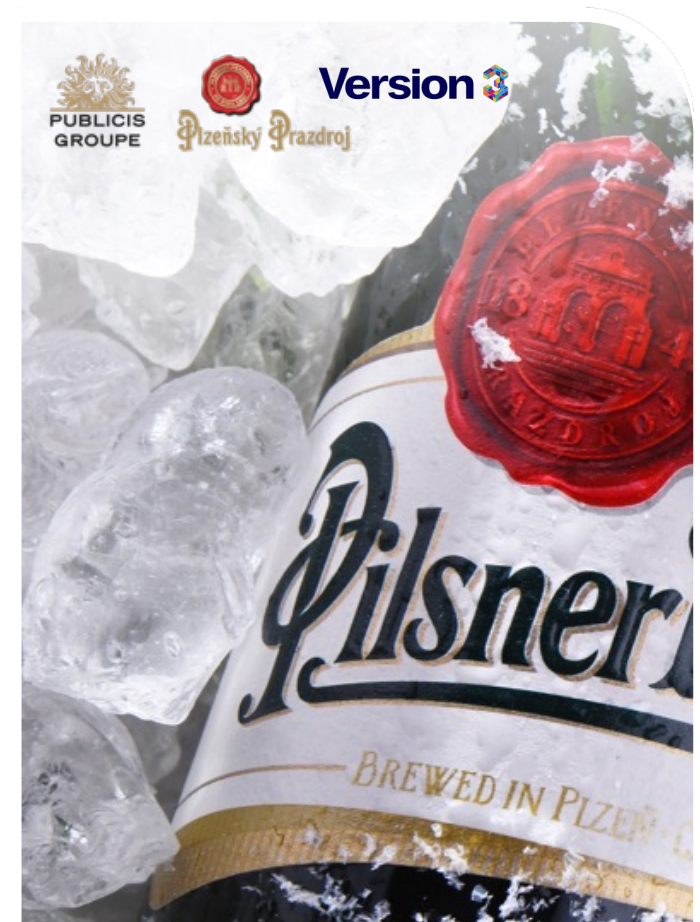
"Thanks to Adform, we were able to quickly connect our DOOH inventory to the rest of the programmatic ecosystem, giving our proprietary technology access to worldwide demand. Advertisers can now experience fully programmatic DOOH campaigns with advanced features like targeting and measurement based on real-time demography."

Radek Šalomon, Co-founder, Version 3



"In our campaign for Plzeňský Prazdroj, we utilized Adform and Version 3 technologies to elevate Czech DOOH advertising. By using precise, real-time targeting and measurement, we achieved high attention of the audience and also impacted in-store sales. This campaign demonstrates our focus on innovative, impactful communication channels."

Tomáš Měska, Senior Media Consultant, Publicis Groupe



Case Study

Driving brand impact with valantic: Leading local agency partners with Adform to harness the power of CTV

adform

Results: As an established but fast-growing agency, valantic teamed up with Adform to launch a high-impact CTV campaign in Germany for key tourism advertiser Ischgl.

Ischgl wanted to create a positive impact on their target audience and position their brand and tourist destination as an attractive year-round travel choice. Seamless integration with Happydemics Brand Lift studies showed strong uplift in brand image, interest and consideration - clearly demonstrating the case for using CTV when aligned with the right partner.

29%

uplift in consideration

27%

uplift in brand image

29%

uplift in interest



“Our objective was to effectively reach the right audience in Germany and inspire their travel and vacation choices. As part of our constant drive to innovate and stay ahead of consumer behavior, we identified CTV as a high-potential touchpoint. We integrated it into our omnichannel strategy and ran a focused test to evaluate its impact. The results were outstanding — CTV delivered strong consideration and measurable influence. It’s now a key pillar in our media mix moving forward.”

Ines Eschbacher
Managing Director, valantic CX Austria GmbH

Case Study

Charity maximizes CTV appeal with Adform and Magnite

adform

Results: A leading non-profit organization worked with Adform and Magnite to deliver a connected TV (CTV) campaign that drove conversions and proved just how powerful the medium is as a performance channel. The campaign was served on premium supply partners across broadcasters, hybrid video-on-demand, and original equipment manufacturers in Italy.

+4M

impressions served

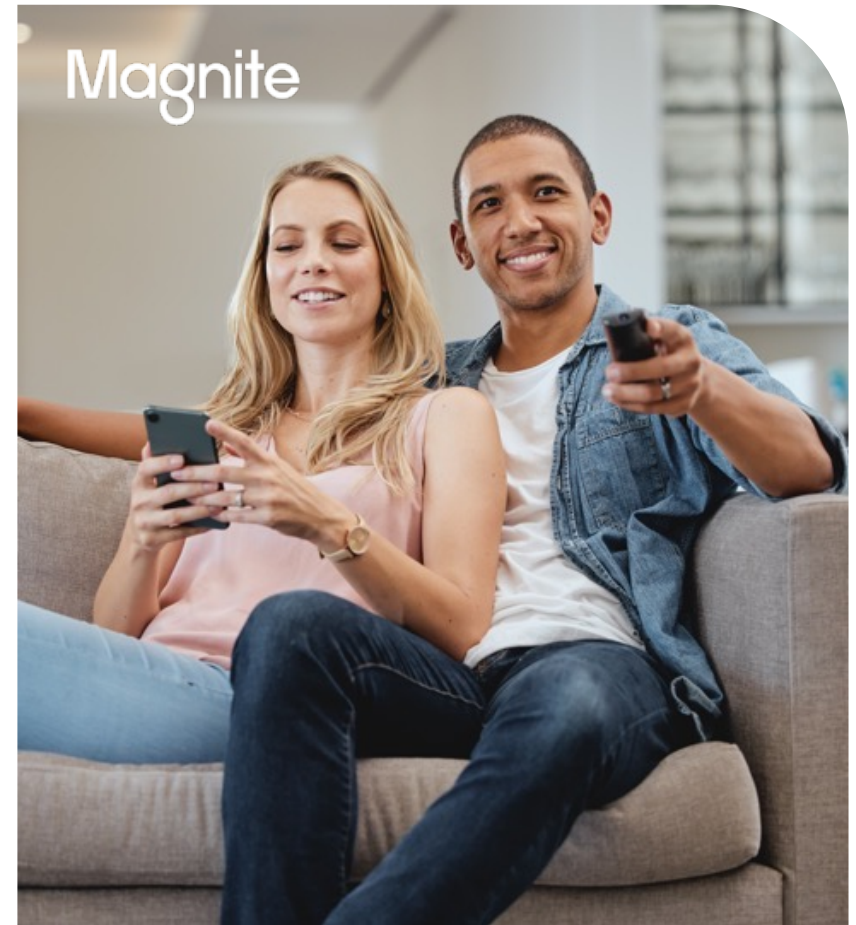
92%

video completion rate



“The game-changing combination of Magnite and Adform helped the client to tap into our publishers’ premium CTV supply and measure real-time outcomes. This drove a significant number of impressions, a boost in conversions, and an impressive video completion rate. We hope to continue working closely with Adform in the future to produce similar results for many other brands.”

Bethan Mott
Demand Solution Lead, Magnite



Case Study

Tempo OMD works with Adform to power game-changing video campaign for Greece's PPC

adform

Results: Tempo OMD, part of Omnicom's OMD media network, acting as sub-contractor to DDB for Greece's Public Power Corporation (PPC), worked with Adform to change the game and take the next step in Programmatic impact on brand metrics. In partnership with performance measurement platform Happydemics, a brand lift study was able to show just how successful PPC's video campaign was.

+46%

ad recall uplift

+39%

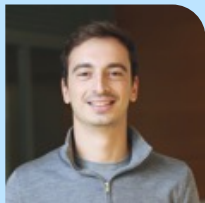
brand interest uplift

+28%

brand image uplift

83

Impact score



"With Adform's daily support, we acted swiftly as soon as we learned that a Brand Lift Study was available, making Tempo OMD the first in Greece to implement it. This study confirmed that advertising not only works but also leaves a positive lasting impact on consumers. Thanks to the Adform team, we were able to take a proactive approach and offer our client an additional service, further highlighting the immense opportunities of programmatic advertising."

Stratis Nikolaou
Head of Programmatic, Tempo OMD



Case Study

tado and brandwebbing work with Adform to turn up the heat on CTV campaign effectiveness

adform

Results:

Netherlands-based marketing agency brandwebbing has been working with Adform since 2015 and, once again, enlisted our help for its client, tado.

They hypothesized that people who viewed a connected TV (CTV) ad would show better performance when being retargeted than those who had not seen the CTV ad. And this turned out to be true, with the thermostat company able to see its CTV campaign go beyond just being a branding tool.

	CTR	CPC
CTV Retargeting	5.50%	€0,10
Website Retargeting	3.62%	€0,14



"Having worked with Adform for a number of years, we knew we could partner with them to bring game-changing new opportunities to our client's campaign.

Adform allowed us to improve the short-term Impact of CTV as a channel and have impact across the entire marketing funnel. Leveraging Adform's technology to create a DMP solution meant we were able to deliver effective cross-channel performance for tado."

Tijn Hoekstra
brandwebbing



Case Study

Vodafone Italy calls on Adform for sales-boosting CTV campaign

adform

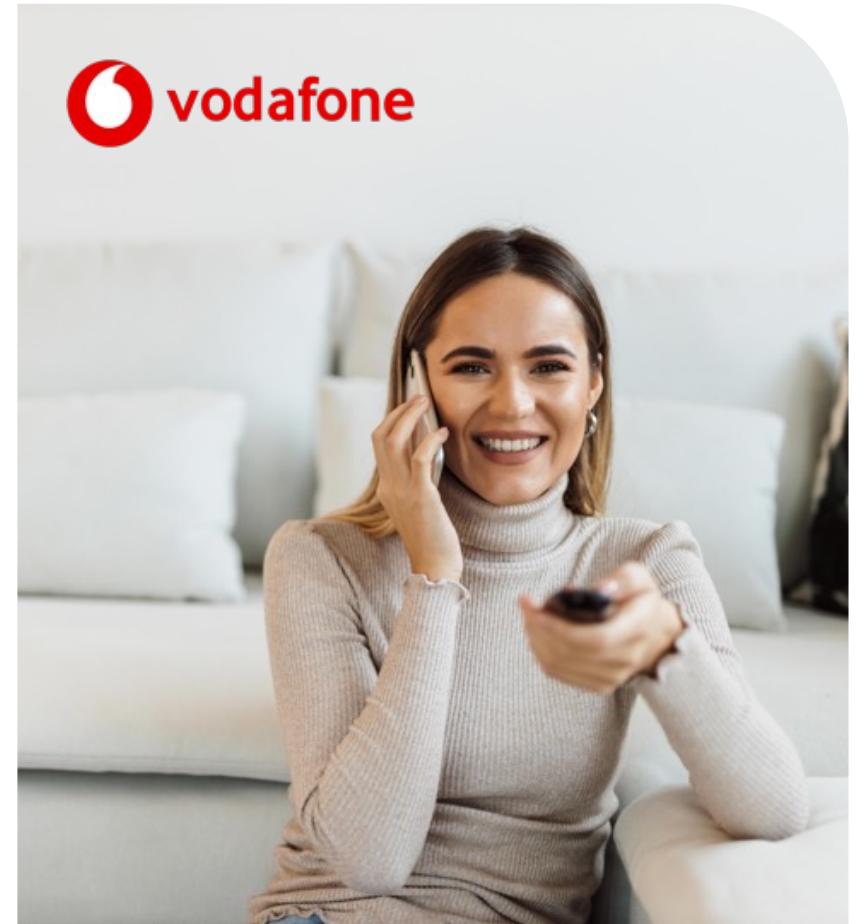
Results: Vodafone Italy worked with Adform to dial in a game-changing boost to its sales. Adform's omnichannel and programmatic optimization capabilities allowed the telecoms giant to enhance the efficiency and effectiveness of its marketing, and optimize based on its specific objectives.

28.5%
sales uplift



"The scalability and ease of integration of the Adform tools with our infrastructure enabled a smooth implementation and a rapid return on investment. The multi-channel advertising campaign for Vodafone's Fixed Line reached and exceeded the set conversion targets, resulting in a 28.5 per cent increase in sales. The partnership with Adform also builds on our ongoing commitment to data protection and compliance with regulations, such as GDPR, which ensure ongoing support for our digital marketing and advertising initiatives."

Emiliano Bozzi
Head of Digital Marketing & Data Strategy of Vodafone Italy



Case Study

SalzburgerLand Tourismus and Adform slide to success with a ski holiday in Ski amadé CTV campaign

adform

Results: Having already been a longtime partner, Austrian tourism company SalzburgerLand Tourismus knew Adform had the tools to carve out a successful connected TV (CTV) and online video (OLV) campaign. This faith turned out to be well-placed, with brand awareness, interest, and consideration all improved.

+28%

brand image uplift
(control vs. exposed)

+32%

consideration uplift
(control vs. exposed)



"Adform has been a trusted partner of Ski amadé and SalzburgerLand Tourismus for many years, consistently delivering premium media placements and outstanding service. Their platform enabled us to seamlessly execute a high-impact CTV and OLV campaign, ensuring our brand stood out in a competitive market.

Our goal was to position Ski amadé as the go-to destination for ski enthusiasts, and the brand lift study confirms that we achieved exactly that. With a remarkable 28% uplift in brand image and a 32% increase in travel consideration, it's clear that our message resonated with our audience. The synergy between CTV and OLV proved particularly powerful, reinforcing the effectiveness of a multi-channel approach. These results highlight that investing in high-quality, data-driven campaigns delivers tangible brand growth."

Dr. Christoph Eisinger
Managing Director, Ski amadé



Case Study

Heineken teams up with Adform to score big on DOOH campaigns

adform

Results: Heineken Poland hit the back of the net with a pair of campaigns around some of 2024's biggest events. The brewing company's agency, Starcom, was able to leverage digital out-of-home (DOOH) to successfully reach audiences around Euro 2024, the UEFA Super Cup, and a Taylor Swift concert.

600K

consumers reached during Euro 2024 campaign

390K

consumers reached around Warsaw's National Stadium

30%

approximate campaign value savings made



"Adform's platform allowed us to execute a seamless and highly targeted DOOH campaign for Euro 2024 and the National Stadium events.

Their flexibility, cost efficiency, and real-time control over creatives played a crucial role in maximizing reach while optimizing costs. A great partner in delivering impactful advertising!"

Monika Szufiadowicz
Digital Communications Manager, Publicis Groupe Poland



Case Study

Volkswagen and Adform Amplify Success With Game-Changing Audio Campaign

adform

Results: By collaborating with Adform, Volkswagen Sweden and PHD Media successfully navigated a challenging economic landscape and reached key audiences poised to make new vehicle purchases. With Adform's consultative approach, local expertise, and cutting-edge omnichannel technology, Volkswagen Sweden was able to successfully broadcast audio ads to owners of electric vehicles.

40K

Cars where the ad was
played at least once

134K

Total audio plays

100%

Listen-through-rate



"Innovation has always been in focus for Volkswagen Sweden, which we always try to place budget behind. The audio campaign was a perfect match as it contained both innovative targeting and scalability which could be extrapolated across other markets as well. Adform's local assistance and engagement were crucial to execute this"

Petter Mååg
Digital Media Manager, Volkswagen



Case Study

ČSOB Became First Czech Company To Address Linear TV Audiences Programmatically

adform

Results:

Československá obchodní banka (ČSOB), one of the leading financial institutions in the Czech Republic, partnered with Adform and Tivio Studio, a technology provider specializing in programmatic solutions for linear TV, to launch the first-ever programmatic advertising campaign for linear TV in the country. Our cutting-edge advertising technology platform, combined with Tivio Studio's expertise and its integration with our SSP, empowered ČSOB to effectively target a younger, university-educated audience. This DSP-SSP integration facilitated seamless programmatic buying and advanced targeting, enabling ČSOB to efficiently engage high-value audiences.

+50K

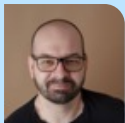
Households reached in the Czech market

99%

Average Video Completion Rate

99%

Of devices reached had Video Quality that was HD or Higher



"The usage of the Tivio and Adform platforms for programmatic buying of linear broadcast TV has proven to be an effective strategy for ČSOB. Thanks to automation, precise targeting and optimization, excellent results were achieved."

Štěpán Cilka, Media Manager, ČSOB Group



"With our list of channels, we are now able to reach more than 3 million households in terrestrial and IPTV broadcasting, with plans to expand into the Polish and Slovak markets. We chose Adform and their SSP precisely because of the coverage in the aforementioned markets and the high-level technological support."

Ladislav Navrátil, Co-Founder and CEO, Tivio Studio



"CTV is a promising advertising channel with great potential for brands. Even though platforms like Netflix and Disney haven't yet introduced their ad-supported tiers in the Czech market, we already have plenty of inventory options for big screens. This test confirmed that we're getting high-quality placements perfect for clients Ads."

Nicolle Tošovská, Programmatic Specialist, Publicis Groupe



Case Study

Game Streaming Audiences Feel the Buzz for BMW's M-Fest with Omnichannel Campaign From Adform and LIVAD

adform

Results:

Be as omnichannel as your audiences with Adform. Leveraging LIVAD's innovative video game streaming solution, seamlessly integrated via Adform's SSP, BMW SA successfully showcased South Africa's largest motoring festival to new and enthusiastic audiences.

245.9 K

Live Views

7.3 Hrs

Of Screen Time

60%

Higher Streamer Participation
than LIVAD Benchmarks



"Thanks to Adform's capabilities, integrations and dedicated team, our campaign for the M Festival was a fantastic success. Reaching our audience through video game live streaming has marked a significant milestone in our marketing strategy. Adform have not only enhanced our engagement with the gaming community but also elevated the overall campaign performance. This collaboration has truly set a new standard in targeted digital advertising."

Makoma Manyama
Digital Marketing Lead, BMW South Africa



Case Study

KFC Bring Weather-Inspired Ice Cream Fun to Digital- Out-of-Home Campaign with Adform

adform

Results: With Adform, we empower you to be as omnichannel as your audiences, reaching them wherever they are, rain or shine. With our cutting-edge Omnichannel platform, KFC strategically placed their milkshake ads on outdoor screens precisely when the weather was hot. The result? Efficiency savings galore, as they smartly avoided paying for ad space during chilly weather spells. That's how we change the game.

284K

Audience with opportunity-to-see (OTS)

2.5K

Weather checks

3K €

In efficiency savings



"We are delighted that our agency and Adform have come up with an innovative solution that allows us to display relevant advertising based on the current weather. We fully intend to develop these types of campaigns further into the future."

Michal Dibelka
Marketing Specialist, KFC



"For our client, KFC, we were looking for the most suitable solution for a campaign based on weather conditions. We created a script that regularly downloads current weather data and thanks to the Adform API, we were able to turn the campaign on and off at times when its message was relevant in relation to the weather."

Marek Pohanka
Head of Programmatic, OMG



Case Study

Ice Cream Brand, Diplom-Is, Drives Localized Out-of-Home Advertising by Adapting Ads to Reflect the Weather

adform

Results: With Adform and JCDecaux, Diplom-Is could apply digital optimization techniques to traditional advertising channels.

1,300

Automated Changes to Reflect Local Weather

163%

Improvement in Effective Budget Usage

+100%

Customer Perception of Diplom-Is as a 'playful' brand

-50%

Customer Perception of Diplom-Is as a boring brand



"For us as an advertiser, it has been extremely exciting to explore the possibilities around how to make the media purchases even more relevant. We are very pleased with the results of this year's campaign - and will continue to roll it out to the rest of the world."

Mie Maagerø Dalen
Marketing And Shopper Analyst, Diplom-is



"Diplom-Is's campaign was an incredibly exciting case that we at JCDecaux thought was a lot of fun. This was the very first time anyone activated programmatic buying based on location triggers in Norway and we were glad to help deliver this campaign."

Marius Valle
Director Programmatic Trading, JC Decaux



Case Study

OMD and Kaufland Launch the Largest CTV Campaign in the Czech Republic with Adform's Omichannel Platform

adform

Results:

Get ready to change the game with Adform! Our advanced technology enables you to connect with your audience through immersive connected TV (CTV), among other dynamic channels. With the Czech market's rapid growth in Over-the-Top (OTT) television, our direct integration with prima+ offers local advertisers unparalleled access to CTV inventory. Our collaboration with global agency OMD and Kaufland marked a historic milestone as we launched the largest CTV campaign in the Czech Republic, setting a new standard in media and marketing.

129k

Users reached with a frequency of 1

65K

Users reached with a frequency of 3

98%

Completion Rate

7.80€

Cost-per-thousand completed views



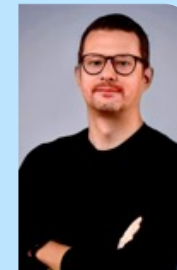
"At OMD Czech we are always trying to push the boundaries of digital advertising. Thanks to Adform's omnichannel platform, we were able to seamlessly integrate Connected TV (CTV) into Kaufland's advertising strategy, achieving unprecedented reach and engagement. We're thrilled to pioneer Mediaclub's opportunity, and we're excited about the potential and the groundbreaking innovations in the realm of CTV."

Jindřich Jiráček, Digital Performance Group Head, Omnicom Media Group



"Media Club first introduced programmatic CTV at the end of last year. Thanks to the active support of Adform in continuous improvements, and the trust of our clients, we have been able to make significant progress."

Michal Jůn, Head of Programmatic, Media Club



"Working with OMD Czech and Adform on our programmatic CTV campaign has provided us with valuable insights and measurable results. The campaign achieved a 98% completion rate and an efficient cost per thousand views, allowing us to effectively extend our TV advertising reach."

Petr Hoffman, Head of Digital, Kaufland

Case Study

How Adform's Omnichannel Platform Changed the Game and Boosted BMW South Africa's December Sales

adform

Results:

In December 2023, BMW South Africa (SA) increased their sales with Adform's game-changing omnichannel strategy. By promoting a special payment holiday offer, where the first installment was deferred until April 1, 2024, Adform ensured BMW's message cut through the holiday noise. Using mobile, desktop, Connected TV, Digital out-of-Home (DOOH), and Audio, the campaign launched after Black Friday and Cyber Monday to capture maximum interest.

CTV

97% Video Completion Rate

Audio

1.3 Million Plays with a 0.73 Click-Through-Rate (CTR) on the companion Spotify banner

Gaming

4.25% Click-Through-Rate (CTR) with a Viewability rate of 65%

DOOH

1 Million Impressions (Opportunity-to-see) in over 100 locations

85

BMW Vehicles Sold over the six week campaign



"From advanced targeting capabilities to seamless campaign management, Adform's platform has encouraged us to optimize our ad spend and drive tangible results. Their dedicated support team goes above and beyond to ensure our campaigns are running smoothly, providing invaluable insights and guidance every step of the way."

Claycia Johnson-Pillay
BMW South Africa Retail Marketing Manager



Case Study

How Publicis utilized key insights to reach Tine YT's primary target group with Adform and Dagens Media

adform

Results: Can you imagine reaching your audience right in the middle of their workout? That's exactly what Publicis, a global agency, achieved for their client TINE, Norway's largest dairy product cooperative, using Adform. Our seamless integration with Dagens Media allowed Publicis to display TINE's YT protein drink product on Digital-out-of-Home (DOOH) screens within gyms, connecting directly with fitness enthusiasts during peak workout hours.

70%

of individuals who saw this ad fell within the primary target group

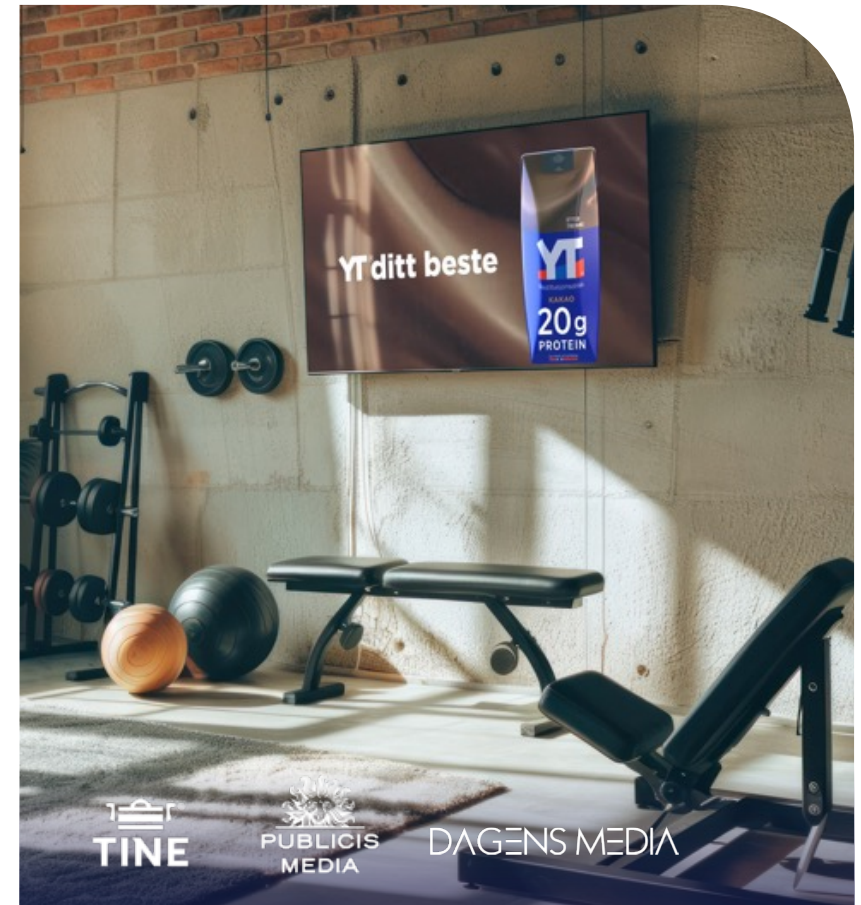
81.5%

Average screen attention throughout the campaign



"Collaborating with Adform and Dagens Media offers an easy and cost-effective method to reach the target group at the right moment in training centers, significantly enhancing the campaign's value. Due to these favorable outcomes, DOOH through Dagens Media and Adform has become an integral component of Tine YT's digital strategy."

Vivien Szekeres
Performance Executive Programmatic
Publicis Media, Norway



Case Study

Pilsner Urquell Captures Key Streaming Audiences and Ensures Brand Safety with Game-Changing CTV Campaign

adform

Results: At Adform, we've proudly partnered with Publicis to help Pilsner Urquell adapt to the evolving media landscape. As viewers shifted from traditional TV to Video on Demand (VOD), we saw an opportunity to change the game. By leveraging our programmatic Connected TV (CTV) supply alongside Publicis' network of premium publishers, we ensured Pilsner Urquell maintained strong visibility on large screens. Our strategy allowed precise audience targeting while protecting the beer company's image by scheduling ads after 9 PM, ensuring a brand safe environment.



"We want to serve not only beer, but also ads of the highest quality, so when the opportunity to be the first to test CTV came up, we jumped at it. The result of the test was really good, but more important for us is the potential of this platform, which we want to explore further."

**Jakub Peterka, Digital Media & Communication Supervisor,
Pilsner Urquell**



"CTV is a promising advertising channel with great potential for brands. Even though platforms like Netflix and Disney haven't yet introduced their ad-supported tiers in the Czech market, we already have plenty of inventory options for big screens. This test confirmed that we're getting high-quality placements that are perfect for Pilsner Urquell ads."

**Martin Palounek, Programmatic specialist,
Publicis Groupe**



Case Study

Driving Incremental Reach: Vodafone UK's Game-Changing CTV Success with Adform and Magnite

adform

Results: How did Adform and Vodafone seize upon a unique market opportunity with an innovative approach to programmatic advertising? Partnering with Magnite, we expanded into the omnichannel landscape, leveraging Connected TV to reach audiences previously engaged with competitor telecom services. Discover how our campaign achieved exceptional performance metrics and unlocked significant incremental reach.

95%

Completion Rate
Demonstrating strong
engagement and viewer
retention.

\$0.026

Cost Per Completed View
(CPCV) Highlighting efficiency
of budget utilization.

46%

Incremental reach
Of the 227K unique users
reached, almost half were
digital-only viewers.



"Partnering with Adform and Magnite gave us an incredible opportunity to revolutionize our programmatic advertising and reach incremental demographics. By leveraging the power of Connected TV, we reached younger audiences that were previously hard to engage with traditional TV. Importantly, we also captured audiences that had been loyal to other telecom providers."

Tajj Zeb
Programmatic Lead, Vodafone



Case Study

Durex Scores with Gen Z Audiences on Twitch Thanks to Mediabrands Slovakia and Adform

adform

Results: Adform's collaboration with Mediabrands SK on the Durex campaign exemplifies our commitment to delivering impactful digital advertising solutions that are as omnichannel as your audience. Leveraging our Adform FLOW platform and expertise, we successfully navigated the challenge of engaging Gen Z Audiences on Twitch. Through diligent coordination and innovative campaign management, we successfully drove 145K impressions to 50K users, surpassing expectations and achieving unparalleled engagement with the target audience.

145K

Live Views

50K

Users Reached

357%

Improvement in CTR compared to regular display banners.



"At Mediabrands SK, we always strive for innovations that positively impact our clients' campaigns, bringing new approaches to the mix tailored to diverse KPIs. Approaching Gen Z, "the Unreachables," presents challenges, but Twitch proves to be a suitable platform. The combination of LIVAD as a media representative and Adform as a DSP proved highly effective, delivering results that exceeded expectations while retaining programmatic campaign control. Thanks to our dedication to our clients' success and Adform's support, we delivered a campaign with above-benchmark results, paving the way for future success"

Michal Medved'
Programmatic Specialist MediaBrands SK



Case Study

PHD Maximizes the Power of Adform's CTV Inventory and Localized Support for its Mercedes-Benz Campaign

adform

Results: As the Brussels Motor Show celebrated its centennial, Mercedes-Benz had a bold vision – to launch a game-changing Connected TV (CTV) campaign spotlighting the cutting-edge features of their cars. Enter Adform and PHD, the dream team poised to make it happen. With our local expertise and access to prime CTV inventory sources, we were able to exceed expectations and deliver unparalleled service.

3.03

Opportunity-to-See (OTS) Score. Determined by dividing the total potential viewership by the number of viewers who saw the ad at least once.

14%

Higher OTS score than national average



"Adform's stellar support that encompassed execution, helpful insights, and campaign support, was instrumental in the success of our first CTV campaign, which reinforced our Brussel Motor Show strategy. Their experienced team provided flawless guidance, ensuring we achieved our desired outcomes. The team was truly remarkable."

Kevin Rollier, Data & Tech Director PHD Media.



"I believe embracing new and innovative marketing channels is essential, and that's why we have chosen to invest in CTV advertising. The Adform DSP allowed us to get the maximum incremental reach within our audience; together with the guidance of PHD, we were excited to work on this innovation."

Peter Zijlstra, Head of Marketing Benelux, Mercedes-Benz.



Case Study

Vodafone Germany Executes a Game-Changing Full-Funnel Campaign with Adform's Connected TV Inventory and ID Fusion Solution

adform

Results: How did Vodafone seamlessly blend branding with performance marketing? With our omnichannel platform and ID Fusion Solution, the telecom giant could ensure customers were reached at every stage of their buying journey, using multiple channels as touch points. After an initial prospecting campaign on the big screen with Connected TV (CTV), Vodafone followed up with a retargeting display and video campaign leading to game-changing results!

100%

Delivery of prospecting and retargeting campaign activities, reaching the whole user pool

100%

Fulfilment of Cost-per-order (CPO) goal in retargeting campaign

80%

Viewability in retargeting campaign



"Thanks to Adform's solutions, we were able to combine CTV and retargeting and add a performance-orientated component to the campaign. The retargeting significantly increased views, clicks and conversions, so that the campaign also achieved very good results in the lower funnel."

Benedikt Herrgoss
Online Marketing Manager, Vodafone Germany.



"With CTV retargeting via Adform, we now have the opportunity to increasingly integrate CTV into our full-funnel strategy and to ensure an effective, consistent, and above all, efficient approach to CTV viewers across various platforms and devices."

Ines Deinert
Digital Marketing Manager, Vodafone Germany.



Case Study

Driving Brand Recognition: Wolt , a Leading Local Commerce Service, Crafts Regionally-Focused Connected TV Campaign

adform

Results: Wolt, the premier local commerce service, tapped into our dedicated regional support to execute a Connected TV (CTV) campaign in Germany. By harnessing our CTV inventory, available through our integration with leading SSP Magnite, Wolt was able to radically improve brand recall among their audiences. Wolt and Magnite also commissioned a survey by Happydemics, a leading brand lift measurement company, to analyze the impact of the campaign.

+24 pts

Increase in audience who would consider using Wolt in the Future Vs Non-Exposed users. The results fall in the top 10% of all happydemics studies.

+14 pts

Increase in audience who intend to buy a product or service these days from Wolt Vs Non-Exposed users.

95%

Video Completion Rate



"With Adform's access to premium CTV inventory, combined with measurement capabilities, we can not only reach a wider audience, but also understand the impact of the campaigns. Adform's close collaboration with our central team ensures daily support, enabling us to stay proactive and responsive within the hyper-competitive local commerce space in our 26 markets. Their team works as an extension of ours, helping us change the game with our data driven marketing strategy."

Veera Ala-Kaila
Director, Performance Marketing, Wolt

Case Study

Sazka's Game-Changing DOOH Campaign That Seamlessly Blended Into Its Surroundings

adform

Results:

Sazka, a leading lottery company, in partnership with Adform and Vision Thing, transformed outdoor advertising in the Czech Republic. The creative DOOH campaign seamlessly blended into an urban landscape, setting the bar high for innovation and audience engagement.

9K

Video Plays

191K

Opportunity-to-see
(OTS)

37Hrs

Time Played



Our programmatic DOOH advertising network offers a wide range of locations that can be creatively utilized to communicate a company's brand. We are proud that Sazka was the first client to implement mapping in DOOH on a digital billboard through programmatic buying, leveraging this innovative approach to engage their audience in a truly immersive way.

Richard Němec, CEO Vision Thing



We're delighted with how this campaign turned out. It was a lot of work for us and the creative agency (mainly with picking the right colours to match the environment), but the final creative came out pretty well, blending seamlessly into the urban landscape while grabbing attention in a fun, inventive way. Thanks to the cooperation with Adform and Vision Thing we could try this new way of outdoor advertising. We're looking forward to keep exploring fresh, innovative approaches in the future.

Lucie Polášková, Senior RTB Specialist SAZKA



Dynamic Creative Optimisation

Case Study

Meliá and Adform built a DCO solution aligned to global business logic while reducing production costs

adform

Results:

Meliá, one of the world's leading hotel groups, partnered with Adform to scale product retargeting globally without increasing creative production. By centralizing creative logic and applying real-time business rules for pricing, prioritization, and product exposure, Meliá built a more efficient and adaptable global setup. The creative stayed on-brand while using external travel signals and a dynamic hotel feed to adapt to destination context. Over the last 12 months, Meliá consolidated activation into five global campaigns, supported by ten creative templates and nine formats, significantly reducing production complexity while scaling output.

288.9M

impressions
served

198.7M

product views
generated

703

unique creative variations
generated without additional
production effort



“Working with Adform allowed us to build a Product Retargeting solution that matched the complexity of our business without compromising operational efficiency. The setup gave us the flexibility to adapt product priorities, pricing, and messaging across markets in a much more scalable way. It helped us bring greater structure and consistency to a highly dynamic global strategy.”

Ángela Reyes
Programmatic Ads Trading Desk Manager, Meliá



Case Study

Sanipak Drives Video-Led Performance for Selpak using Adform Dynamic Creative Optimization

adform

Results:

Sanipak, a leading FMCG player in Turkey and the company behind Selpak, unveiled Selpak's new paper towel range with a video-led campaign using Adform Dynamic Creative Optimization. The campaign combined Dynamic Video Ads for smart creative versioning with data-driven audience targeting to drive engagement, improve efficiency, and generate insights to inform future creative strategy.

72.35%

viewable rate
outperforming Adform Turkey's
benchmarks by 10.14%

32.27%

lower vCPM
as compared to Sanipak's
average vCPMs



"This campaign proved that cost efficiency performance can go hand in hand. By consolidating multiple creatives and line items into a single dynamic setup, we reduced operational workload and eliminated unnecessary production costs. At the same time, integrating Selpak's DMP with Adform and external data sources allowed us to optimize targeting and improve media efficiency. This structure gave us stronger control over budget allocation while supporting a more operational-effective video strategy overall."

Zeynep Güner, Media Planning Manager, Sanipak



Moving to a single dynamic setup significantly improved efficiency. Managing 15 videos from one setup reduced operational effort and cut video production costs by 25%. Compared to benchmarks, viewability rose 15%, vCPM was 10% better than YTD Sanipak averages, and overall video costs were below Adform market averages. The campaign delivered a more streamlined and cost-effective video model, proven efficiency.

Simay Özkan, Digital Marketing Manager, Sanipak



"From a management perspective, this campaign tackled one of the biggest challenges in digital video today: operational & financial complexity. By leveraging Adform Video DCO, we shifted from a fragmented and costly setup to a scalable, data-driven personalization model. This transformation significantly improved cost efficiency in creative production, while also enabling more precise audience targeting. Beyond short-term gains, it demonstrated how smarter data and dynamic creative can sustainably reduce video investment costs while increasing impact."

Gizem Avci, Senior Digital Marketing Manager, Sanipak



Case Study

Audi Czech Republic Drives Audience Attention with Adform Video DCO

adform

Results:

Audi Czech Republic, the automotive brand, partnered with Adform to test dynamic video creatives in an Audi A6 RTB campaign in the Czech Republic. Together with its media agency, Omnicom Media Group Czech, Audi deployed Adform Video DCO alongside static and standard video banners to understand what drove higher user attention under a consistent measurement framework. Audi also partnered with Amplified to measure passive and active attention consistently across formats. The campaign used dynamic combinations of video, headline, and CTA to identify which creative variations delivered stronger awareness signals.

+12%

passive attention vs. banners
and video banners

+168%

active attention vs. banners
and video banners

34 versions

DCO combination of all assets
video, headline & CTA



"At Audi, we have long focused on innovation in digital communication. Together with Adform and PHD, we have successfully tested DCO video formats, which have delivered above-average results, particularly in terms of measured user attention. Dynamic video allows us to combine attractive storytelling with strong campaign performance and opens up new possibilities in the field of performance marketing."

Martin Stránský
Senior Marketing Specialist, Audi Czech Republic



"Implementing the video DCO format was a new experience for us. Thanks to Adform and their customized template, we were able to successfully test this innovation and explore new possibilities in dynamic content—both in terms of performance compared to other formats, as well as through additional Attention measurement from Amplified, who provided us with valuable insights for working with this format in the future."

Aneta Kusá
RTB Teamlead, Omnicom Media Czech



Case Study

Wonga Achieves Lower Retargeting CPA with Adform's Dynamic Creative Optimization

adform

Results: Wonga, a Poland-based digital consumer finance company specialized in short-term and installment credit, wanted to win back high-intent demand that was dropping off at the last step. Users were configuring a loan in the on-site calculator, then leaving before submitting an application, making retargeting efficiency business-critical. With Adform's fully automated DCO setup Wonga was able to convert those inputs into real-time, personalized retargeting messages. Compared with static creative, the dynamic approach improved engagement quality, strengthened relevance, and made conversion more efficient by grounding messaging in real behavior.

+200%

conversions

-43%

CPA

+750

banner versions



"Personalized messaging isn't a reminder-it continues the user's decision. With Adform DCO, we deliver the exact offer each person configured on the site, automatically and at scale. No manual production, just relevance that moves CPA in the right direction."

Justyna Cieplowska
Senior Client Relationship Specialist, iProspect



Case Study

Unparalleled Service: Adform and GALE Deliver Fast Turnaround on DCO Campaign for Fortune 500 Tax Preparation Company

adform

Results:

By harnessing the cutting-edge capabilities of Adform's DCO solution, a fortune 500 tax company successfully ignited action among their S-Corp clients, compelling them to book appointments.

5 day

Turnaround on campaign brief to launch.

217%

Higher Conversion Rate for S-Corp Campaign Compared to regular display campaigns in the same funnel.



"Adform provided awesome support, from execution, day to day interaction, and campaign management. The SCorp DCO campaign was launched under a tight deadline, with a large number of branches and messages to incorporate. The team accomplished a perfect turnaround that was far outside their standard SLA. The timeline, performance, and continued day to day support we received from the team has been wonderful."

Ru Jia
Senior Director of Programmatic GALE



Case Study

Full Funnel and Fully Automated: IKEA Switzerland's Game-Changing DCO Campaign

adform

Results:

In a linguistically diverse country like Switzerland, how can you cater to multiple potential customers? With our cutting-edge Dynamic Creative Optimization (DCO) solution, IKEA could create multiple variations of the same ad depending on the users' individual interests and their spoken language. The power of data gave Ikea the ability to deliver up-to-date and relevant messages with minimum effort, saving a huge amount of resource for the world-renowned furniture brand.

26%

Increase in online ROI compared to previous year's retargeting campaign

50%

Increase in time-saved through automation

90%

Reduction in costs for ad production



"At IKEA, our mission is to provide products for 'the many people,' a principle that presents diverse challenges due to varying customer behaviors and needs. Partnering with Adform and their DCO solution, we developed a system that aligns with our internal processes and optimizes consumer engagement. This collaboration enables us to deliver timely, relevant messages without additional resources, enhancing our marketing personalization and reflecting our commitment to customer-centric innovation."

Lukas Maximillian Dittmer
Integrated Media Manager, IKEA Switzerland



Targeting Audiences

Case Study

22GRADOS used Adform's Audience Manager to turn first-party data into a stronger prospecting engine

adform

Results:

22GRADOS, an independent company in Spain, worked with Adform to use Audience Manager to activate first-party signals for stronger prospecting for a tourism advertiser. Instead of relying on broad acquisition targeting, the team used high-intent on-site behaviors to build actionable segments and scalable lookalike audiences that reached new users resembling converters, proving that intent-based audience activation can make prospecting more efficient and repeatable.

34.8%

click-to-visit rate
vs 11.02% prospecting
average

+210.2%

click-to-visit uplift
vs prospecting average

-28.5%

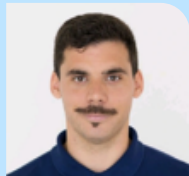
eCPA
vs prospecting
average

7.11%

assisted conversion rate
highest across all
active line items

7.05%

assisted sales ratio
highest across all active
line items



"At 22GRADOS, we put the customer at the center by activating every opportunity with a clear business view. This project with Adform helped us prove that first-party data, when activated through Audience Manager, can become a real driver of efficiency and growth. The value was not only the technology, but how it aligned with the client's objectives to deliver measurable results."

Álvaro Fraile
Director of Digital Strategy, 22GRADOS



Case Study

Base Five Media improved Aspen's campaign efficiency using Adform's Audience Manager

adform

Results:

Base Five Media, a South African media agency, partnered with Adform to build intent-based first-party audiences for Aspen, a pharmaceutical company, to improve campaign targeting in South Africa. Using Adform's Audience Manager in the Adform DSP, the team organized and activated first-party signals and ran a controlled test against contextual and third-party approaches. The test showed stronger engagement and improved cost efficiency with the intent-based first-party segments.

2x

higher CTR

with Audience Manager vs
other targeting strategies

64%

lower CPC

with Audience Manager vs
other targeting strategies

2.7x

higher engagement rate

with Audience Manager vs
other targeting strategies



"For us, precision and effectiveness are non-negotiable, especially in pharma. Adform's Audience Manager has empowered us to turn intent signals into actionable first-party audiences, giving us a level of control we haven't had before. It's a capability we trust to elevate both the accuracy of our targeting and the relevance of our personalization."

Daisy Nkuka Mulenga
COO, Base Five Media



Case Study

Enpara shifts from installs to activation with Adform's Audience Manager

adform

Results: Enpara, a leading branchless digital banking platform in Turkey, partnered with Adform to move beyond a traditional installs-first approach and focus on acquiring users more likely to activate in-app. Using Adform Audience Manager, Adform introduced a Lookalike (LAL) line item built from conversion signals, keeping the existing creative and campaign structure unchanged. This enabled event-based optimization toward higher-intent audiences in real time, improving efficiency and creating a more scalable model for meaningful user acquisition.

28%

lower eCPA

69%

higher viewability

13x

higher conversion rate



"Adform helped us shift the campaign toward a more performance-focused model without adding unnecessary complexity. The Lookalike approach improved traffic quality and supported stronger activation outcomes against our benchmark. It gave us a more effective way to evaluate success beyond installs."

Deniz Gizem Deniz
Digital Marketing Executive, Enpara



Case Study

Adform's Audience Manager Powers QNB Reach and Efficiency with ID Fusion and CTV

adform

Results:

QNB, a Turkey-based bank headquartered in Istanbul and part of QNB Group, launched a new card design and asked Adform to maximize reach and visibility across digital channels. Partnering with TVekstra, QNB used Adform's ID Fusion and omnichannel activation to unify web, CTV, and programmatic data in a single cross-platform campaign. Using Audience Manager, Adform built and expanded lookalike (LAL) segments that increased engagement and kept frequency in the right range, so QNB reached the right audience while protecting budget efficiency.

5.3x

higher CTR

for LAL banner line items
compared to other line items

24%

higher VCR

for LAL programmatic video line items
compared to other line items



"Adform made it easy for us to grow the campaign without waste. Our lookalike audiences clearly beat other lines on CTR and VCR, while we kept exposure at the right level. The clear reporting let us adjust quickly and keep the budget working hard."

Nimet Türker
Digital Marketing Communications Manager at QNB



Performance Other

Case Study

Avenberg improves retargeting efficiency and unlocks additional conversion growth with Adform

adform

Results:

Avenberg, a performance-driven e-commerce advertiser, worked with marketing agency Effectix and Adform to expand its dynamic product retargeting beyond classic pay-per-click (PPC) platforms in the Czech Republic. The campaign combined fully customized dynamic creatives with optimization strategies focused on measurable business outcomes. This approach gave Avenberg greater control over creative execution, extended its reach beyond existing in-platform audiences, and delivered more conversions without compromising efficiency. Compared with equivalent dynamic retargeting activity on classic PPC platforms, the campaign reduced acquisition costs and increased return on ad spend.

-14%

CPA

+19%

ROAS

+16%

conversions while
maintaining efficiency



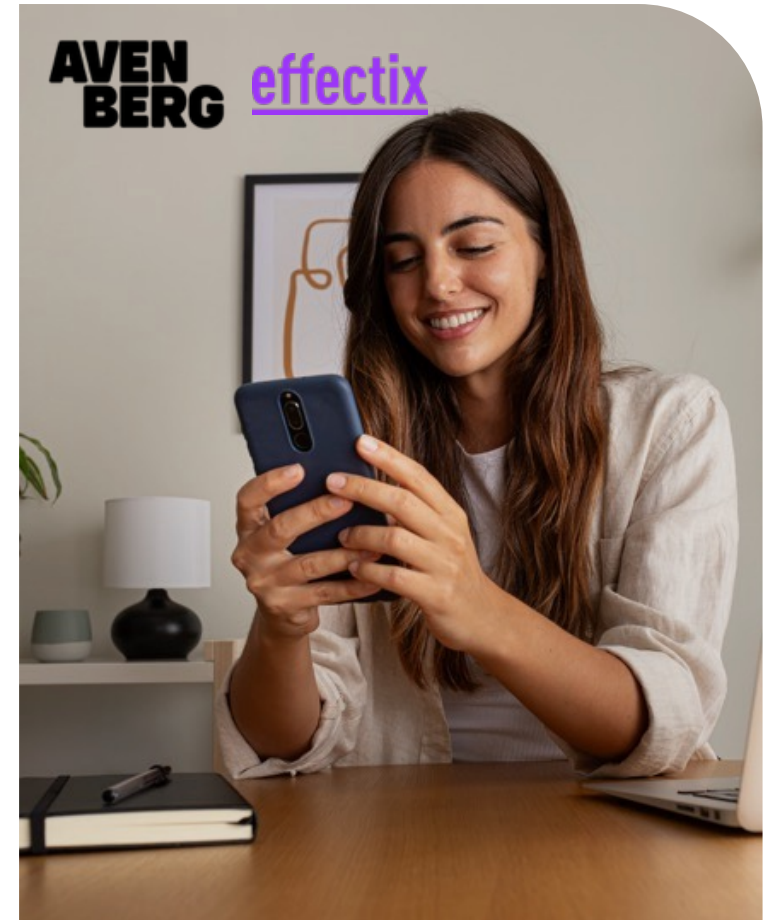
"Adform gave us the flexibility we were missing, both in how our ads look and how they perform. We were able to scale our retargeting beyond what our classic PPC platforms allowed while actually improving efficiency, which is key for our performance-driven strategy."

Josef Kolka
Chief Marketing Officer, Avenberg



"The combination of fully custom creatives and Adform's optimization capabilities let us push dynamic retargeting past the ceiling of the classic PPC platforms, more conversions at a lower CPA and higher ROAS. The system learned quickly and continuously optimized towards the client's real business goals."

Jakub Najman
RTB Teamleader, Effectix



Case Study

22GRADOS increases bookings while reducing cost per acquisition using Adform's DSP across three markets

adform

Results:

22GRADOS, a Spanish independent company, worked with a travel advertiser to test whether a more disciplined full-funnel strategy in Adform DSP could improve business outcomes across Spain, Germany, and the UK without increasing monthly spend. The plan combined qualified prospecting with advanced retargeting, backed by tighter inventory control and ongoing optimization. Over three months, performance improved steadily, showing that stronger audience qualification and supply discipline can lift bookings while reducing cost.

36.1%

reduction
in eCPM

63.1%

reduction in
total eCPA

162%

increase in
bookings

172.2%

increase in
total conversions

167%

increase in
attributed sales



"On this project, Adform competed on equal terms with other DSPs, not only because of its impact on the client's direct business results, but also on a factor that is critical for 22GRADOS: transparency. For us, working with a partner that provides real visibility into activation, optimization, results, and costs is essential to make informed decisions, stay focused on the client, and ensure every action supports their objectives."

Álvaro Fraile
Director of Digital Strategy, 22GRADOS



Case Study

Premium fashion brands improve video attention quality with Fragile Media and Adform AVOC

adform

Results:

Premium fashion brands, with a strong presence in Central Europe, worked with Fragile Media CZ and Adform during the Christmas sales period to test whether optimizing for completed video views alone was enough for luxury advertisers operating in one of the most competitive retail periods of the year. Fragile Media activated Adform's Audio and Viewable on Completion (AVOC) algorithm and benchmarked it against a traditional VCR approach. AVOC reduced media cost while improving key quality signals, including engagement and viewability, shifting delivery toward impressions more likely to be seen and heard. This supported brand-led video performance in a seasonal environment where competition for attention is high, and exposure quality can influence perception.

-19.1%

CPM

+38%

CTR

+13.6%

viewability

+13.4%

engagement rate



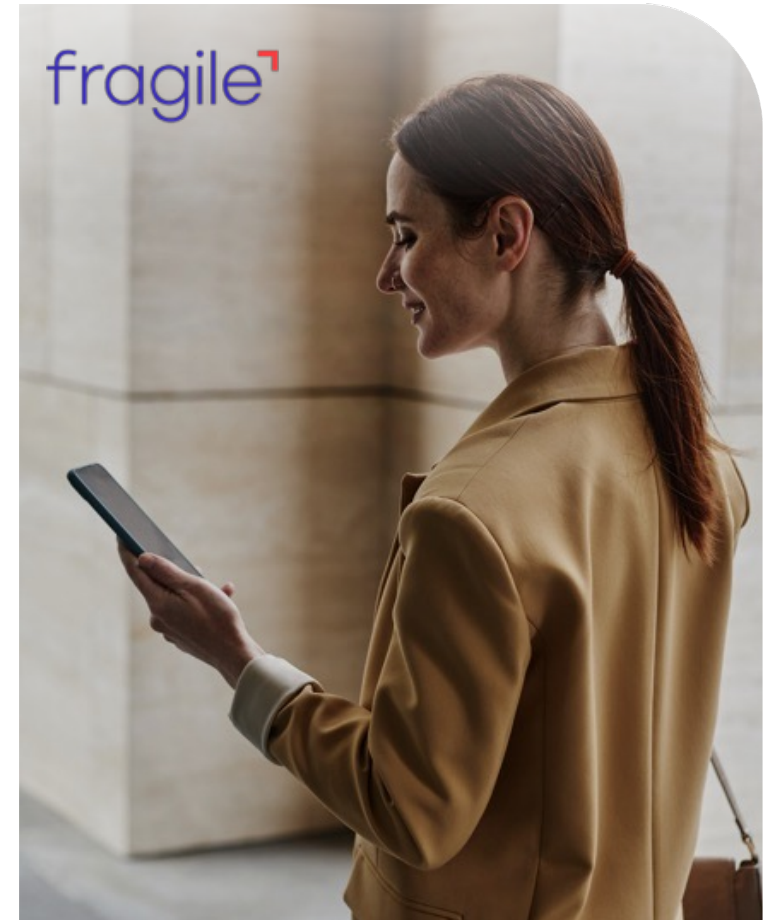
"With AVOC, we were able to move beyond traditional completion-based optimization and focus on the overall quality of video delivery. The combination of higher engagement, better viewability, and lower CPM clearly showed the added value of this approach."

Patrik Podskalský
RTB Team Leader, Fragile Media s.r.o.



"The AVOC optimization helped us get more out of our video campaigns during a key sales period. We saw not only stronger engagement, but also more efficient use of our budget, which is crucial during the Christmas season."

Jan Mach
RTB Specialist Senior, Fragile Media s.r.o.



Case Study

MINI Türkiye shifts into higher performance with Adform's Video Dynamic Ads

adform

Results:

MINI, a premium automotive brand represented by Borusan Otomotiv in Türkiye, partnered with Adform to create a more interactive video display experience and turn attention into measurable action. With Video Dynamic Ads, MINI ran multiple in-banner video formats with interchangeable messaging and CTAs, using automated selection to prioritize combinations driving stronger click quality and response. This moved MINI beyond static creative rotations and toward a more flexible, insight-driven approach, improving visibility into what worked and increasing conversion volume more efficiently compared with MINI Türkiye's full-year 2025 campaign averages.

+40%

conversions

-16.6%

cost per conversion

+6%

viewability



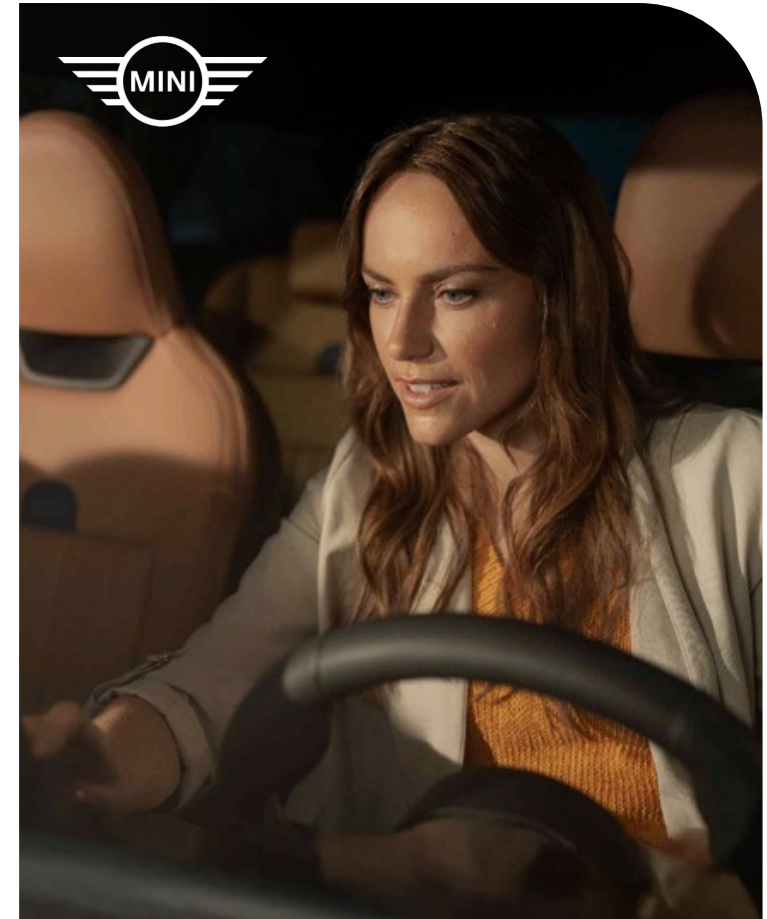
"With the implementation of DCO, we achieved significant efficiency in our creative production processes, eliminating the need for separate monthly asset production. This enabled us to adapt financing and offer conditions into creatives as quickly as the next day. At the same time, we achieved strong optimization in production costs, building a more agile and performance-driven setup both in terms of speed and cost."

Aybuke Demircioğlu
Marketing Manager, MINI



"Adform helped us move beyond a more static creative approach and build a campaign that could respond to performance signals in real time. That made the collaboration especially valuable, because we were not just launching media, we were continuously learning and improving throughout the campaign."

Yağmur Dingaç
Senior Digital Marketing Specialist, MINI



Case Study

S360 scales B2B reach and attention across three markets using Adform's Audience Marketplace and Leadfeeder data

adform

Results: S360, a European digital marketing partner, successfully scaled B2B reach and engagement among small and medium-sized business decision-makers in manufacturing segments across three markets. By activating Leadfeeder's company-level audiences via Adform's Audience Marketplace, S360 expanded its addressable audience, unlocked access to high-impact formats, and maintained strong control over delivery quality and frequency. This approach resulted in improved engagement and cost efficiency, while ensuring consistent performance visibility across all three markets.

2.7M+

relevant B2B
users reached

119%

higher CTR vs other
targeting approaches

56%

lower eCPC

5 secs

effective attention
per impression



"Working with Adform and Leadfeeder provided a strong technical foundation for the campaign strategy. The integration between the two platforms created a seamless workflow that helped S360 overcome previous reach limitations in niche B2B segments. Both teams demonstrated a strong understanding of agency needs and adapted quickly to evolving requirements. This collaboration played a key role in delivering strong attention and reach results across multiple markets."

Malthe Overgaard
Senior Specialist, Programmatic, s360

Case Study

Neumarkt® and Adform validate the power of first-party data with DMP-driven audience testing

adform

Results: Neumarkt®, a mainstream beer brand from the HEINEKEN® Romania portfolio, partnered with Dentsu Romania and Adform to test whether first-party data could outperform third-party audiences during one of its most important promotional campaigns of the year. Using Adform's DMP, the team proved that first-party audiences not only delivered stronger media efficiency but also drove higher purchase intent and greater appeal for the promotion in place.

+124%

CTR vs. market average using first-party data

+18%

higher CTR for first-party vs. third-party audiences

+20%

uplift in purchase intent among first-party audiences

+15%

uplift in promotion participation intent for first-party audiences



"With Adform, we could measure how data quality influences both engagement and consumer behavior. This gave us the confidence to scale first-party data as a core pillar of our future campaigns."

Ramona Voicu
Head of Media & Digital, HEINEKEN® Romania

Case Study

Lenovo boosts audience engagement in Germany through sequential storytelling with Adform

adform

Results: Lenovo, a global technology powerhouse rooted in customer-centric innovation, partnered with Adform to explore how they could bring in the power of sequential storytelling to influence audience engagement in Germany using our Ad Server. Guided by Lenovo's EMEA Media Centre of Excellence, the team launched a data-driven video rotation experiment that transformed ad serving into a structured storytelling engine. Results from the A/B test showed that sequential storytelling clearly outperformed regular ad delivery, underscoring the power of integrated ad serving with smart sequencing and delivery logic.

44%

longer engagement time

110%

higher CTR

-7%

bounce rate



"Adform's solution was a key element of our campaign strategy, empowering us to directly control and optimize creative delivery. We used Adform Rotators to deliver smart sequential storytelling, which outperformed other formats and unlocked significantly higher engagement. We look forward to scaling the success of this data-driven storytelling approach across future campaigns."

Barbara Falanga
EMEA Media COE Lead, Lenovo



Case Study

How Yapı Kredi and Adform Turned Regulatory Limits into Campaign Success

adform

Results:

Yapı Kredi, one of Turkey's leading financial institutions, and Adform joined forces to tackle a conversion-focused campaign, overcoming tracking challenges by integrating with Adjust, a global app marketing analytics and fraud prevention platform. Through innovative manual optimizations and data-driven strategies, the team turned constraints into opportunities, delivering outstanding results and exceeding performance expectations.

85%

Decrease in

Cost-per-Acquisition (CPA)

81%

Decrease in

Cost-per-session (CPS)

63%

Decrease in

Cost-per-thousand
Impressions (CPM)

14.7X

Higher Click to

Install Rate

6.2X

Higher Click-to-Conversion

(Conversion considered
video chat completion)



"Working with Adform was a game changer for us at Yapı Kredi. Despite the regulatory challenges and constraints we faced, their team's expertise and innovative strategies helped us achieve exceptional results in our digital onboarding campaign. This partnership allowed us to make agile, real-time adjustments to our campaign, resulting in impressive success."

Levent Örnek – Head of Digital Sales & Growth Marketing, Yapı Kredi



"Due to banking regulations, data sharing between Yapı Kredi and Adform regarding Mobile Measurement Partner (MMP) data was not possible, preventing event-based optimization and targeting in conversion campaigns. However, through our collaboration with Adform, we analyzed event-based performance across all placements using click data obtained from the MMP. Based on these insights, we created a whitelist and launched campaigns exclusively on the identified placements. With these outcomes, Yapı Kredi successfully developed its own data-driven strategy to optimize display media usage.

Thanks to the cooperation with Adform and Vision Thing we could try this new way of outdoor advertising. We're looking forward to keep exploring fresh, innovative approaches in the future."

Oğuzhan Tosun – Performance Marketing Manager



Case Study

How Adform FLOW Helped Rootz Quickly Adapt to Changing Legislation

adform

Results: With Adform FLOW, Rootz could quickly adapt their ads to meet the swift changes brought about by iGaming legislation.



"Adforms platform is truly amazing for reach and awareness to fill the top part of our funnel with high quality leads. The quick-paced changes in the online gaming industry required a partner who could provide a high-level of service and who can help us quickly adapt our messages and tailor them to local markets."

Melanie Hainzer
Chief Marketing Officer



"Adform is the pillar for all our digital display advertising. Without the tracking capacities of this system, as well as the advertising possibilities using its DSP, we simply could not reach the excellent results we have been, and are, seeing. I also want to highlight the very accessible and helpful support services of Adform."

Patrik Lööf
Head of RTB

