



## Client Success Story Agencies

# OPTIMIZING CLIENT ROI AT UNIVERSAL McCANN

### CHALLENGE

#### Refining Plan Precision

One of the largest media agencies in the world, Universal McCann (UM) helps global brands such as Coca-Cola, Chrysler, H&M and L'Oreal Paris gain a competitive advantage by developing creative, strategic, and customized media campaigns.

To sharpen its own competitive edge, UM sought to address gaps in its offering. The company's in-house analytics solution was limited to providing recommendations on frequency, reach, and target demographics. UM wanted to move from a focus on metrics to a more advanced analytics solution for understanding the true business impact of its client campaigns.

“With MarketShare, we have a more scientific means of creating media plans, and a powerful tool for designing the best media mix for a client's budget. The fact that we can find that optimal mix in minutes is all the more impressive.”

Huw Griffiths, Global Chief Performance Officer, Universal McCann

#### Client:

Universal McCann



#### Industry:

Advertising

**Challenge:** UM wanted to take a more strategic approach to developing media plans for clients and move beyond merely providing recommendations on frequency, reach and target demographics.

**Solution:** With MarketShare's Benchmark: Agency application, the agency runs scenarios rapidly and creates optimized media plans to meet clients' objectives.

#### Results:

- The agency can deliver marketing mix recommendations in markets or industries where it has little to no background.
- UM can rapidly compare multiple plans against a client's business objectives to arrive at optimal plans.
- Over the course of one year, UM created thousands of media plans using MarketShare DecisionCloud.
- UM has greater confidence that media plans will drive client goals.



To learn more or request a demo visit [marketshare.com](https://marketshare.com) | email: [contact@marketshare.com](mailto:contact@marketshare.com)

 Strategy

 Action

 Benchmark

 Price