

Capturing Incremental Programmatic Demand

“We’ve opened our growing inventory to programmatic advertising, and as a result, we’ve attracted advertisers who were not investing much in television, or not at all (such as those with a digital-first profile). Programmatic advertising has helped diversify our revenue streams and contributed to positive revenue growth.”

Emmanuelle Godard, Digital, Data & Innovation Director at CANAL+ BRAND SOLUTIONS



Challenge

CANAL+ BRAND SOLUTIONS aimed to:

- Retain clients' budgets that have shifted exclusively to programmatic transactions and remain in their future media plans
- Attract new demand from additional sources



Solution

Opening CANAL+ digital ad inventory to programmatic guaranteed deals through the implementation of Programmatic module.

Designed for the programmatic ecosystem, FreeWheel’s supply-side platform seamlessly integrates into FreeWheel's ad decisioning and ad serving solution. By connecting with all demand sources unified in one platform, it enables all transaction types, across diverse formats and screens.



Results

- CANAL+ retained their programmatic-first clients and budgets by allowing programmatic buying
- They generated incremental demand from new digital-only advertisers, not traditionally buying TV ad campaigns
- They diversified revenue sources even during off-peak periods and maintained control over CPMs through guaranteed deals to preserve the value of their premium inventory

×4

Programmatic impressions
2023 vs. 2022

×2.7

Programmatic share vs. direct deals
2023 vs. 2022

100%

Programmatic deals are guaranteed
2023 vs. 2022

100+

New programmatic advertisers
Q3 2022 – Q1 2024