

How Inventory Packages Delivered Savings and Efficiencies for a Premium Australian Brand

Programmatic short-form video is a cost-effective way to drive brand awareness. However, curating this inventory across all screens and devices can be challenging.

Together with Matterkind, we worked with a leading Australian brand to curate inventory and establish a more efficient supply path through our [Inventory Packages](#) and [Volume Incentives](#) solutions, improving the brand's campaign objectives.

Results

8%

increase in video completion rates across all campaigns

34%

improvement in CPM efficiencies, enabling greater reach

35,000

additional impressions delivered using the same media budget (achieved via Volume Incentives)

50%

reduction in cost per completed view

[Read the full case study](#) and contact our team to learn more about how Inventory Packages and Volume Incentives can drive results for your clients.

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Solution

Inventory Packages enable media buyers to curate supply across multiple media owners using a single deal ID, facilitating speed-to-market by eliminating the need to set up multiple deal IDs for each media owner targeted in the campaign.

By pairing Inventory Packages with our Volume Incentives program, the premium brand benefited from two key supply path optimization (SPO) drivers: curated inventory and incentive-derived savings. With Index's Volume Incentives, the more a buyer spends, the more they save. The savings are passed back to the buyer to enable more media delivery within the campaign budget, in real time.

“Index Exchange’s Inventory Packages have allowed us to appear in ad-safe and contextually relevant environments without having to manually set up individual deals with media owners. As a result, we have saved a huge amount of time when setting up campaigns, giving us more time to optimise and improve campaign delivery.”

Harry Hunt
Addressable activations
manager, Matterkind Australia