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Scaling Smarter:
How Curated Supply
Drove Global Efficiency

THE CHALLENGE

Scaling global *activation* without scaling complexity

A leading electronics brand was running campaigns across multiple markets and partners, with fragmented supply paths and workflows making optimisation slower and supply quality harder to see.

Key challenges included:

- Limited transparency into where budget was flowing
- Fragmented execution across markets
- Operational overhead limiting time for strategic, results-driven work

The brand needed a way to scale performance without adding complexity or compromising creative quality.

THE SOLUTION

Curation-led media, built for *simplicity and scale*

- Sell-side curation prioritising transparent, premium supply
- Adaptive streaming creative delivering high-impact video efficiently
- Hands-on support to reduce operational burden

The result: Cleaner supply paths, faster activation, and creative flexibility at scale.

67%

More impressions/scale

40%

Lower CPM

2026

Increased investment approved for 2026

KEY TAKEAWAY

Quality supply + high-impact
creative = *stronger outcomes,*
delivered with *greater efficiency.*

Want to test? If you're looking to simplify activation, improve efficiency, and prove the value of premium supply, we'd love to talk.