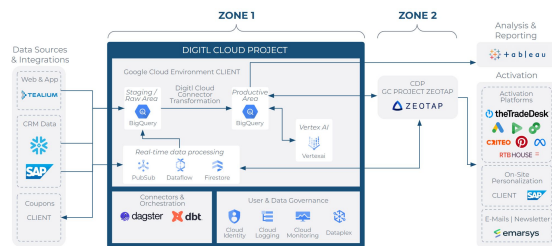




DiGiTL

CASE STUDY

Digitl Enables Seamless Retail Media Activation with Zeotap & The Trade Desk



„By supporting our retail media client in migrating to Zeotap, we enabled them to have a seamless data activation via The Trade Desk. Key for monetizing their data via TTD, was an IAB-based taxonomy and robust data governance.“

Marco Schierhorn | Managing Director Digitl

www.digitl.com

The Challenge

A major European beauty retailer was experiencing declining audience match rates when leveraging their legacy data management platform for activation. This led to reduced data activation and limited business opportunities with clients requiring a digital transformation to centralize and future-proof their data infrastructure. The existing Adobe DMP lacked flexibility. The objective was to implement Zeotap CDP to unlock retail media use cases and establish a scalable data strategy for partners.

The Approach

Digitl supported the complete migration from Adobe DMP to Zeotap CDP, including mapping, taxonomy alignment, and data governance setup. Audiences were structured using the IAB category taxonomy. This enabled successful retail media use cases and established a monetizable data offering via The Trade Desk (TTD).

The Results

Implementing Zeotap CDP enabled effective data activation within the retailer's digital ecosystem. Adobe DMP audiences were successfully migrated, applying an IAB-based taxonomy for activation. This led to improved addressability for retail media campaigns, increased operational efficiency, and a scalable data offering via TTD. Key results included a conversion uplift and the reduction of data silos.

960

Audiences

8

Countries

40

Destinations

Integrations used



Vertex AI Platform



BigQuery