

DMP CASE STUDY

MediaMath and MediaCom
Help Coca-Cola Find
and Programmatically Target
Audiences with Integrated
DSP + DMP Approach



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Like other consumer packaged goods companies, Coca-Cola struggled to directly connect with consumers purchasing products in an “offline” environment. After years spent falling short on personalized engagement, Coca-Cola sought to quantify and increase its brand affinity to drive sales within the Mexican market. Coca-Cola’s marketing strategy was complex, with 13 sub-brands active in the market, each with its own goals, segmentation needs and investment capabilities.

BACKGROUND



