

CTV MEETS DCO

MASTERCLASS: CTV MEETS DCO

ADRESSIERT, PERSONALISIERT, OPTIMIERT

Kentucky Fried Chicken & GroupM



Jack Rodriguez
Marketing Manager Digital
Kentucky Fried Chicken



Erwin Senk
Director Product & Technology
GroupM



Wavemaker • group *m*

DYNAMIC CREATIVE OPTIMIZATION



Relevanz / Engagement



MARKETING HERAUSFORDERUNG




**Zielsetzung &
Kampagnenstrategie**




DYNAMIC DATA FEEDS

Zielgruppe

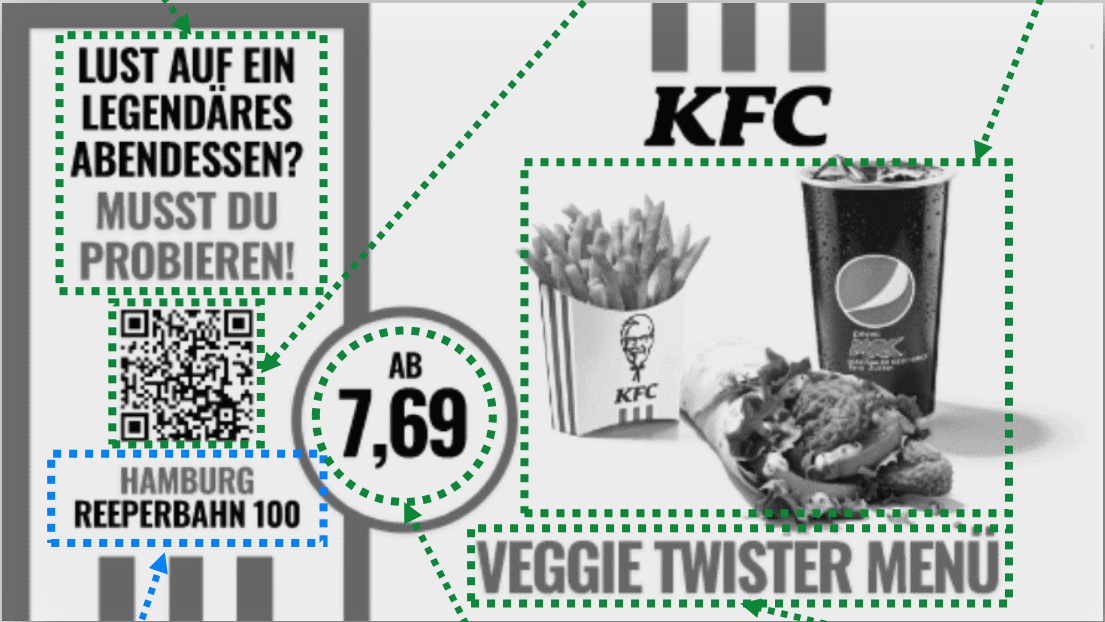


CORE **VEG**



Standort

ADRESSIERT



Product message

Product QR Code

Product image

Product price

Product display

Nearest Store

Product Feeds

Location Feeds

PERSONALISIERT



TEMPLATING & STORYBOARD IM DCO STREAM

DCO VIDEO EXTENSION 30s

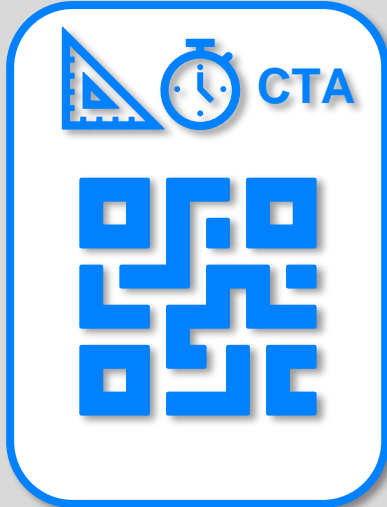
DCO Stream 20s

VIDEO 10s



ENGAGEMENT & RÜCKKANAL

Interaktion



QR Code

Analyse

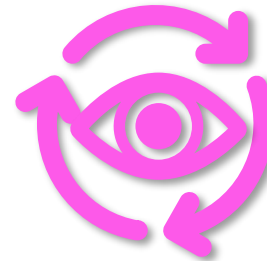
Direct



Conversions

UTM Parameter

2nd Screen



Conversions

IP Attribution



KFC MEETS DCO – LET’S ENJOY!

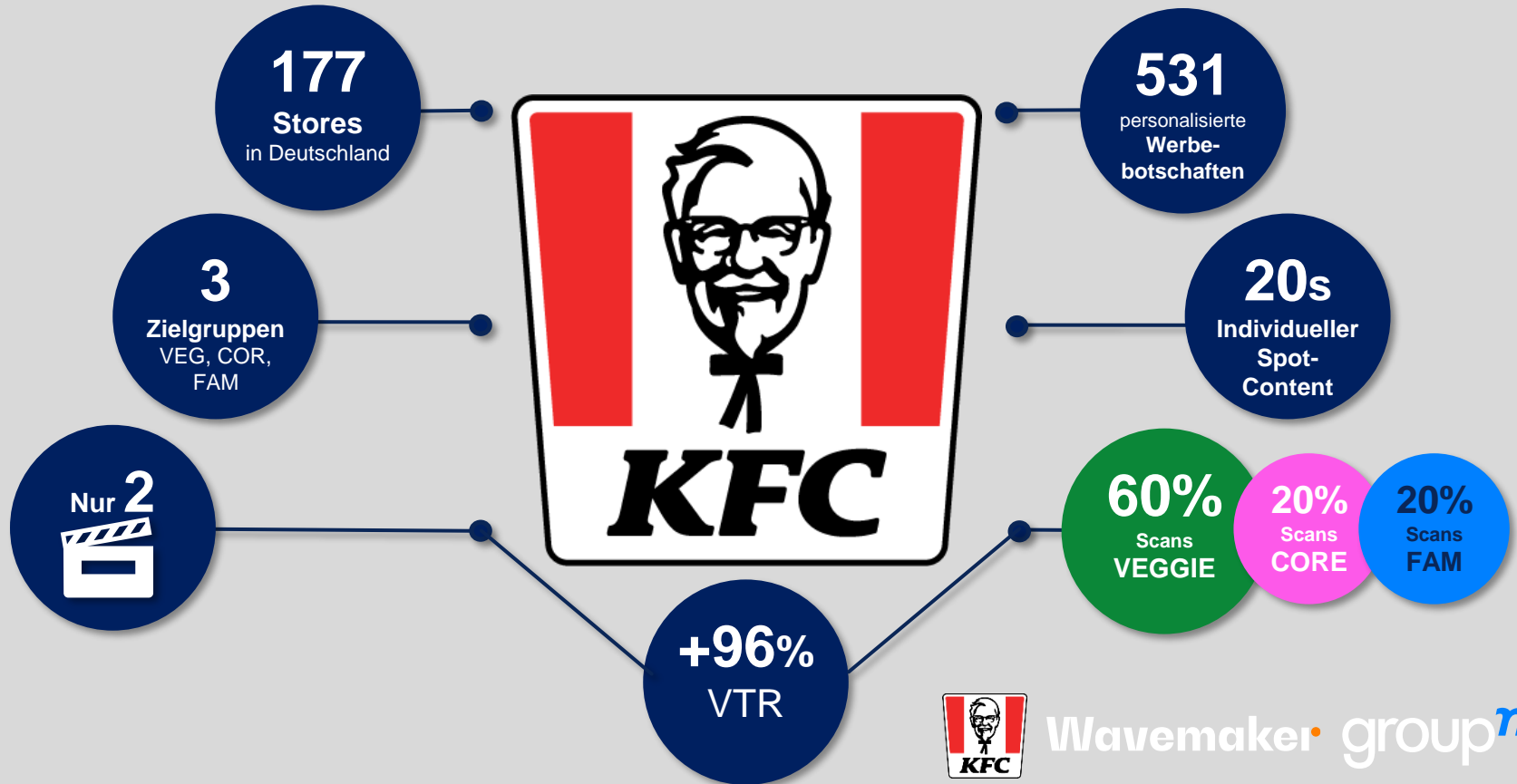
ZIELGRUPPE: VEGGIE



STANDORT: HAMBURG, d3con



KEY-TAKEAWAYS, LEARNINGS & NEXT STEPS!



MASTERCLASS: CTV MEETS DCO

VIELEN DANK!



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