

# MediaMath's TerminalOne™ Case Study: eBay's Journey to Self-Service

## Challenges & Goals

eBay, the world's largest online marketplace, was keen to deliver optimised and targeted ad campaigns to help drive revenue in a number of European markets, and turned to MediaMath to help them to drive a programmatic approach, to enable the business to achieve this goal.

eBay's long term commercial strategy was to take control of its own data and build a direct relationship with a partner who could help them to activate that data, and MediaMath's dynamic service offering was one of the key reasons they were chosen as a technology partner.

The relationship began in 2012 as a managed service arrangement with MediaMath undertaking programmatic campaigns on eBay's behalf via its TerminalOne™ platform, managing day-to-day optimisation and strategy, and reporting high-level results to key eBay representatives. With the aim of moving to a self-service model, eBay and MediaMath created and delivered a transition plan to bring the TerminalOne solution in house. The goals of this approach included:



Greater control over the deployment of first-party data



Educating internal eBay staff on the benefits of programmatic



Standardised measurement across different campaigns and media types, shifting from CPA to ROI



Real-time reporting and campaign insights

