



Nestlé

150 Years

of Good Food, Good Life

# Nestlé Ireland

## Our Programmatic Journey

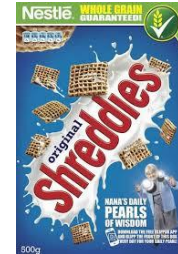
Philip McCabe

Country Brand Leader Nutrition  
and Digital Lead Nestlé Ireland

# Some of our Iconic Brands



## Nestlé Ireland





A woman with long brown hair, wearing a grey blazer over a blue and white striped shirt, is shown from the chest up. She has her eyes closed and her hands pressed against her temples, indicating a headache or mental strain. The background is a blurred, high-angle view of office cubicles, suggesting a busy, information-heavy environment. The overall color palette is dominated by blues and greys, with a soft pinkish-purple gradient on the right edge.

# Information Overload

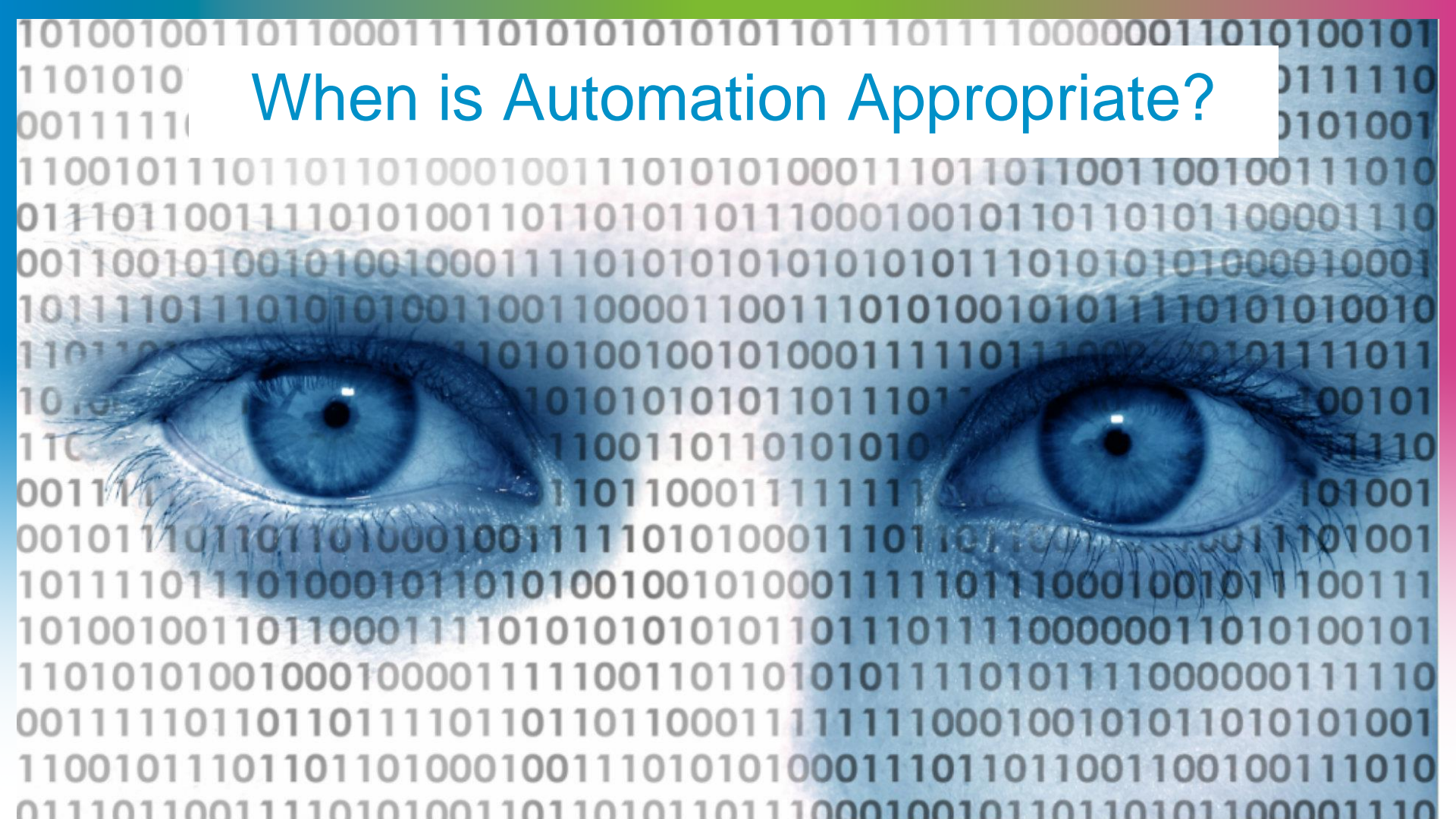




## Effective Story Telling

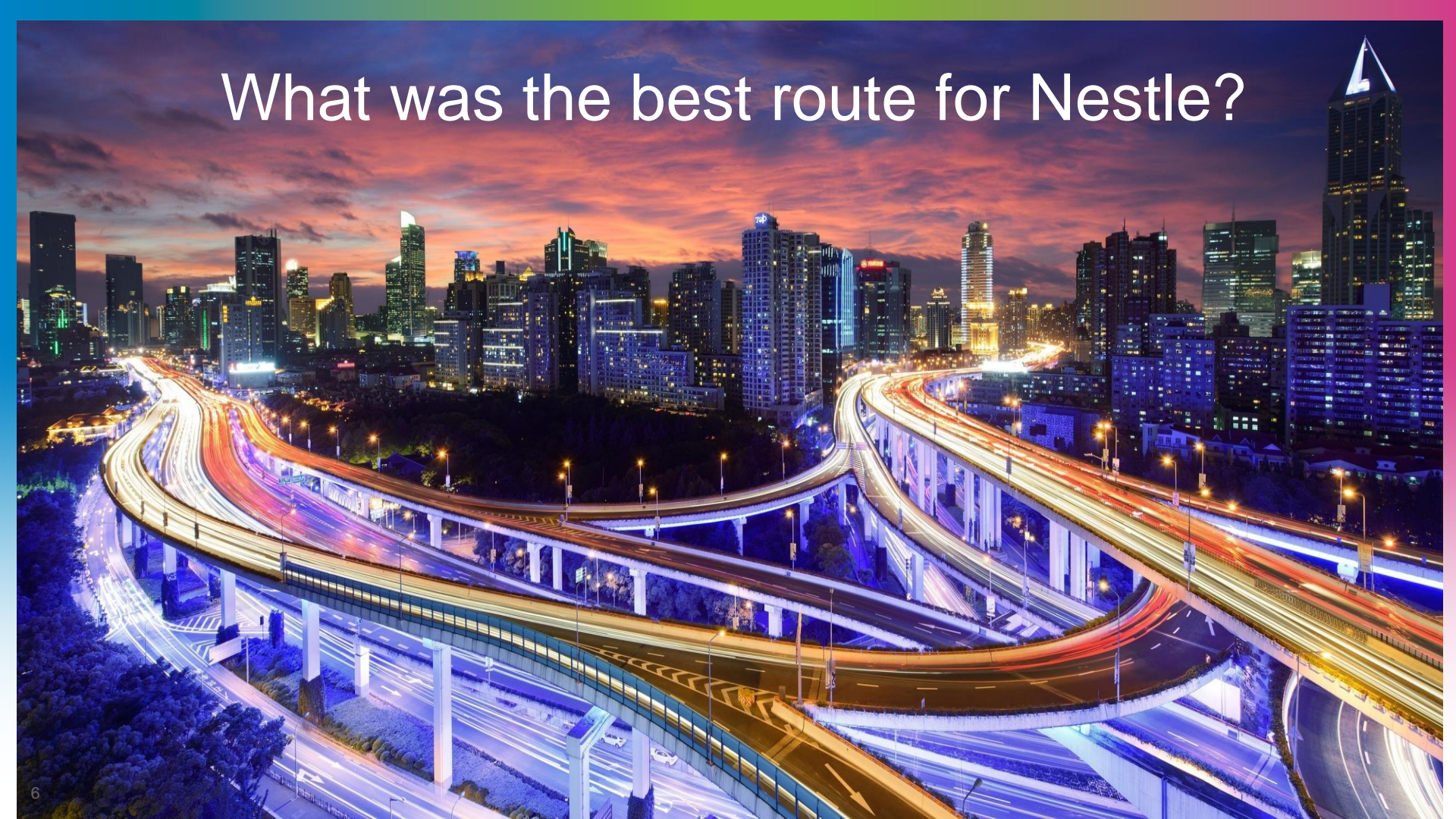


# When is Automation Appropriate?





What was the best route for Nestle?



# Pre 2015

Mixed experience and expertise within Nestlé

No consistent KPIs in place by division or product

Lack of creative leading to partnership focus



# Great ad-hoc work - but no central strategy







We had a global digital vision which circled around programmatic activations

Nestle Ireland align  
with this









# DoubleClick Bid Manager



Advertiser

**Organize audience data**

**Design compelling creative**






**Execute campaigns across formats, channels, screens**





**Reach audiences across formats, channels screens**


Publisher

**Measure for impact**  
Full-funnel unified reporting, Site analytics, Attribution






The background is a dynamic, multi-colored light tunnel. The colors transition from purple and blue on the left to green and yellow on the right, with a dark blue/black base. The light trails are blurred, creating a sense of motion. A central white circle contains the text.

How far  
have we  
progressed?

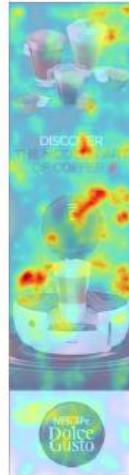
# How have we performed vs new KPIs?

Campaign	Viewability	Reach	Engagement	Audience	Sales
Campaign 1	Orange	Green	Green	Green	Gray with a large red question mark
Campaign 2	Green	Green	Gray	Green	
Campaign 3	Green	Green	Green	Orange	
Campaign 4	Orange	Green	Gray (NA)	Green	
Campaign 5	Green	Green	Green	Green	

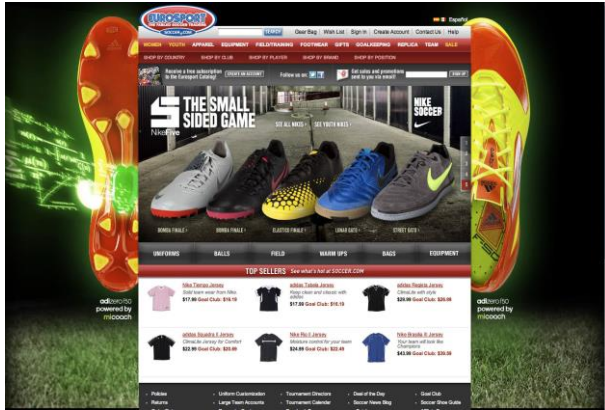


# Viewability

# MOAT



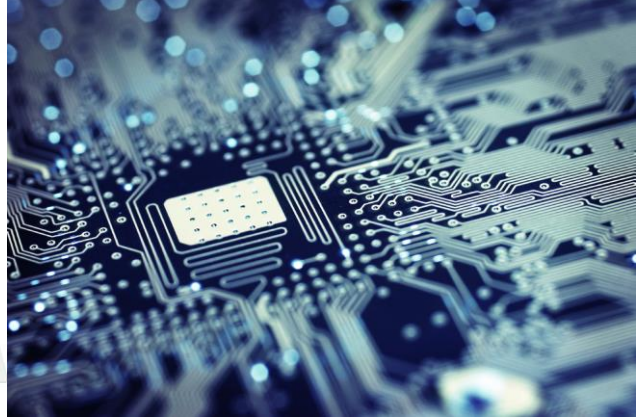






What does the future hold for us?





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**Thank You**