Telfast
Health & Wellness

"The team at Microsoft Advertising was solution-oriented and collaborative, helping us combine our data-first approach with operational efficiency at scale. As a result, we could bring our vision to life of being innovative and effective with data, in an operationally sustainable way."

Ashley Wong

Chief Digital & Innovation Officer Hearts & Science Australia

Hearts & Science and Telfast Transform Allergy Season Advertising with Data-Driven Precision

The Goal

Boost advertising efficiency, optimize budget, and navigate the decline of cookie-based tracking.

The Solution

Custom API Signal Integration: Hearts & Science created a bespoke Telfast algorithm. Real-time API signals for pollen levels with dynamic postcode geo-radius segments ensured timely, relevant messages.

Supply Shaping: With Microsoft Curate, the team customized their supply shaping split, streamlining manual line targeting logic in DSP and enhancing operational efficiency.

Comprehensive Reporting: Collaborative agreement on trigger logic was essential for informing the algorithm.

Results

With Microsoft Curate's API services and bespoke pollen data, Telfast streamlined campaign management, reducing object complexity from 250 line items to 14.

They minimized reliance on third-party cookies by updating data twice an hour and targeting audiences by postcode.

This reduced media waste and served more impactful creatives to high-pollen areas through high-impact BVOD and rich media formats.

Strategies for Success

1. **Data and Trigger Logic:** Agreement on trigger logic was crucial for the Hearts & Science algorithm, ensuring an efficient Telfast campaign.

2. **Test, Test, Test:** Rigorous pre-launch testing of programmatic pipes and API signals minimized media waste.

3. **Consistent Communication:** Continuous check ins on expectations and issues led to a successful campaign with fantastic results.

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