



## INV Medios Uses Activation by MAESTRO BY EQUATIV to Create and Manage Their CTV Campaign for a Public Sector Client

### Background

**INV Medios** is a comprehensive communication agency specializing in optimizing clients' digital performance through data-driven strategies.

The agency blends strategic creativity with rigorous data analysis to develop high-impact campaigns. Their proficiency in media planning and targeted buying ensures maximum message delivery to the most relevant audiences.

INV Medios is dedicated to achieving a high return on investment, converting business goals into measurable success, as demonstrated with a major public sector client.

### Challenge

INV Medios needs access to a comprehensive media buying tool to select ad formats and targeting options, and to upload and manage its creative assets to improve efficiency and streamline processes.

**“We have been using Maestro Activation for over a year, and it has proven to be an intuitive and highly efficient platform for our campaign implementation and management. Its user-friendly interface allows for quick setup and seamless optimization. The platform has consistently delivered strong performance results, and we look forward to the upcoming features that will further enhance our ability to leverage its full potential.”**

- Lucía Eyherabide, Agency Director, INV Medios

## ► Solution

INV Medios turned to Equativ and chose to use Activation by Maestro to be able to fully manage and execute their digital campaigns for their client.

Activation allowed them to have full control over their package creation, PMPs activation and transparency over their campaigns' results.

Key benefits of the solution included:

### ► Increased cost efficiency:

INV Medios were already using Maestro to manage their PMPs, they accessed Activation at no further cost to have a direct access to the supply, optimizing the supply-path and reducing intermediary costs.

### ► In-platform creative asset management:

Activation allowed INV Medios to link and upload their creative assets directly into Maestro by Equativ for a streamlined launch.

### ► Intuitive and easy to use user interface:

Activation's user-friendly interface made it easy for INV Medios' team to create, manage, and monitor their campaigns and reach their objective.

## ► Results

INV Medios delivered over **6M impressions** and achieved a **+95% VTR** using Activation and the direct premium CTV supply offered by Equativ.

**+95%**

**Video Through Rate**