

MediaCom UK's Digital Specialisms

10 FEB 2020

With 450 digitally focused employees and over 10 digital specialisms, MediaCom UK has more digital billings than any other agency in the UK.

This gives us unrivalled access to the very best partners in digital such as Google, Facebook, Amazon & Microsoft. Alongside this we have developed specialist digital products and capabilities – these include [Xaxis](#), [Finecast](#) and [Code Computerlove](#) who deliver specialist digital services unique to MediaCom.

We know digital intimately because we've been planning and buying it for over 25 years. Digital is not a standalone department at MediaCom; it runs through everything we do, from the way we work to the advice we give our clients.

We know that clients want great advice across the whole customer journey not just specific parts of it. By connecting digital systems and data we provide the best possible media advice across the whole customer journey – from awareness, acquisition and conversion through to retention, loyalty and advocacy.

E-commerce

MediaCom is a pioneer of performance media optimisation and our work in this area has been honed by 25 years of performance related experiences working across a huge range of markets, categories, emerging and established brands. As a company that manages over £4.6 billion of global E-commerce related business annually, we have more performance benchmarks and more performance experience than any of our competitors.

Our approach to performance optimisation is ruthlessly focused on maximising ROI efficiency, whilst delivering profitable revenue growth for our clients. Our integrated performance strategists work together with specialist paid search, SEO, social, biddable, affiliates and e-retail teams forensically hone in and exploit the key performance variables to maximise in-channel opportunity, but crucially we see the bigger picture – understand how each channel affects the others and the impact of ‘upper funnel’/ ‘brand investment’ on ‘lower funnel’ conversion channels so that we can accurately forecast and simulate these effects within our planning systems. So our performance approach is based on optimising the entire ecosystem not just the individual channel siloes within it.

To learn more about our E-commerce expertise click [here](#).

Programmatic

With over 60 programmatic specialists, we are established as a leading agency partner for driving results through programmatic media and our diverse range of ambitious clients means that we have seen it all. We have not only solved most challenges that programmatic can present in established channels of display, in-app and video, but also deftly researched, explored and conquered emerging programmatic channels and media sources, such as Digital Out-of-Home and Connected TV . This experience means that we can quickly guide clients to the best solutions without having to go through the learning

curves experienced by early adopters in the industry.

To learn more about our Programmatic expertise click [here](#).

Search

Our Search team consists of 46 Paid Search Specialists who plan and implement best in class, growth-focused search campaigns across Google Ads, Google Shopping, Microsoft Ads and Amazon Marketing Services. We work with brands of varying sizes across a wide range of verticals including Finance, Auto and Retail. This breadth of experience means that we are extremely well placed to deliver work that meets either Brand, Direct Response or E-commerce objectives. We believe that brilliant search balances the use of technology with human expertise which is underpinned by Systems Thinking, ensuring that search is integrated with all channels from the planning phase through to activation, attribution and analytics.

To learn more about our Search expertise click [here](#).

SEO

At MediaCom we recognise that the majority of people's interactions with search engines are organic and that behaviour cannot be bought. However our SEO team know how to tap into this resource and help our clients release its ultimate potential.

Search Engine Optimisation (SEO) is the process of improving the visibility of a website or piece of content in organic (unpaid for) search results. MediaCom deliver the full range of Search Engine Optimisation and Performance Content marketing services across all markets, including: strategy and forecasting, technical website analysis and consultancy, content marketing, outreach and digital PR. These services increase website authority via either dedicated campaigns or media partnership integration and data-led reporting.

To learn more about our SEO expertise click [here](#).

Paid Social

The MediaCom Paid Social team delivers end to end solutions for clients, working on

some of the UK's most dynamic and forward-thinking advertisers. The team collaborates directly with media owners, creative agencies and our clients. We are responsible for the strategic planning and delivery of all Paid Social campaigns, data aggregation, reporting, implementing measurement framework and account management. We have access to alphas, betas and first-to-market social tools and products. Our team feeds into a virtual hub of Paid Social experts around the world to share learnings, opportunities and feedback with other markets in real time.

To learn more about our Paid Social expertise click [here](#).