



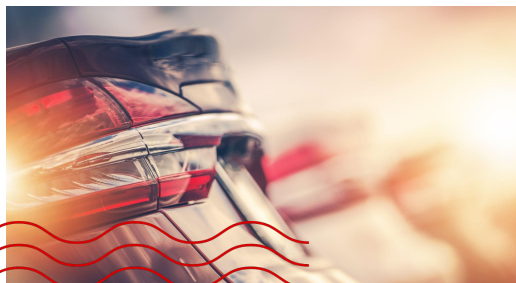
Smooth Migration, Seamless Collaboration: How TRKKN and PHD Implemented CM360 for an Automotive Giant

TRKKN

trkkn.com

PHD

phdmedia.com



The Challenge

With the discontinuation of the client's former ad server, they faced the challenge of migrating their complex ad delivery, tagging, and media performance reporting operations to a new platform. This large automotive manufacturer required a seamless transition to maintain continuity, integrate diverse technologies, and replicate a sophisticated account structure across markets. This involved not only a tight deadline but also aligning with third-party tools and integrating ad delivery and finance systems - posing significant technical and coordination challenges.

The Approach

Google Campaign Manager 360 was chosen as the new ad server for its robust native integrations with other Google tools, seamless third-party platform connections, and advanced capabilities in campaign management, data portability, and reporting. Market-specific onboarding sessions introduced PHD markets to key configurations, data governance, and tool integrations. After setup and addressing market-specific needs, TRKKN conducted handovers to the clients media agency PHD and provided ongoing support for troubleshooting and optimization, ensuring a smooth transition and continuity in digital operations for the client.

Collaboration of PHD and TRKKN

As a long-standing Google Partner and OMG sister agency to PHD, TRKKN proved to be the ideal collaborator for this project and PHD's automotive client. TRKKN's expertise of the Google Marketing Platform technologies combined with PHD's client relationship and media buying competence made the migration to the new ad server a success.

The Result

TRKKN created 132 CM360 Advertisers across 15 different markets for the channels of Display, Search and Social. They also provided integrations with various other platforms and a comprehensive Floodlight tracking setup, that enabled PHD to migrate and measure campaigns within the predefined timeline.

"Leveraging TRKKN's extensive experience in selecting, creating and deploying scalable solutions, we were able to seamlessly migrate a complex, multi-market tech stack with remarkable speed and precision. Our clients were beyond impressed by the entire process from discovery, consultation, project management, implementation and continuous ad ops support. TRKKN have become a trusted and valued partner and we are excited to continue this partnership to further streamline and enhance our clients' MarTech stack."

— Manesh Patel, Head of Digital Platforms & Technology | PHD

300+

Users were added and onboarded to the new ad server

8.5 of 10

Overall satisfaction of PHD markets with the project