



IN-HOUSING BRINGS DOUBLE-DIGIT EFFICIENCY GAINS TO BAYER

THE BIG PICTURE

In 2018, Bayer Consumer Health US embarked on a plan to bring its digital media planning, buying, and media analytics in-house. Its goal was to increase performance through data ownership, media effectiveness, and transparency, as well as increase the digital expertise throughout the organization. To execute this vision, Bayer formed a strategic partnership with MightyHive to support the transition over a two-year period.

ASSUMING CONTROL

During this phase, MightyHive assumed interim management of Bayer’s multiple technology platforms to transition and launch 32 existing campaigns across 15 brands. This ownership model provided an immediate reinvestment opportunity by reducing and eliminating many of the associated costs.

“

Our two-year vision is truly taking shape through cost-savings, better informed decision-making, and quicker go-to-market strategies. MightyHive helped make this vision a reality by bringing us closer to our data, eliminating unnecessary fees and costs, and building a blueprint for Bayer to bring many of our media planning and buying functions in-house.

— JOSH PALAU
VP MEDIA STRATEGY & PLATFORMS

ESTABLISH DATA OWNERSHIP

UNIFY CAMPAIGN TAXONOMY

BUILD IN-HOUSE TEAM

INCREASED
CAMPAIGN
EFFICIENCY 35%

PHASE 1: ESTABLISHING THE FOUNDATION

In 2019, Bayer implemented phase one of its plan by bringing in deep functional expertise in search, social, programmatic, analytics, and strategy. They partnered with MightyHive to help establish frameworks and processes and to manage the day-to-day media buying execution. This provided a consistent framework across all brands and unlocked tremendous efficiencies and scale.

DRIVING INSIGHT TO ACTION

Coupling Bayer brand expertise with access to data immediately unlocked opportunities for the in-house team to quickly gather insights and turn them into actions. Ownership of media costs, weekly sales, profit data, and competitive reporting allowed Bayer to make optimizations grounded in data and carrying the most meaningful impact. This data fueled the creation of a highly complex but unified taxonomy to assist with this analysis and provide a consistent data feedback loop. Bayer uses this data to make informed optimizations every day that lower media costs while increasing targeted reach.



+35%

INCREASED
CAMPAIGN
EFFICIENCY

PHASE 2: THE PATH TO SELF SUFFICIENCY

In order to build a self-sufficient team, MightyHive worked with Bayer to create and establish job descriptions, communication flow, as well as performance and workflow standards to ensure a smooth transition. MightyHive implemented a staggered transition plan with a period of overlapping support so Bayer could hire and train the necessary talent. To date, Bayer has the day-to-day ownership of all media analytics, search, audience development, and some aspects of daily media trading. By the end of 2020, the Bayer in-house team will be fully in place; unlocking even greater channel performance.

RESULTS

During the first six weeks, Bayer saw positive results across multiple media efficiencies, profit ROI, viewability, cost reductions, and significant results in cost savings. As Bayer took operations in-house, the company experienced a 35% increase in media effectiveness. And after just ten months, the in-house model allowed Bayer to increase working media, targeted impressions, category reach, and ultimately ROI. By 2020, Bayer will operate as a wholly self-sufficient media planning and buying team.