



Just Eat Takeaway cuts campaign launch time from 2 weeks to 1 hour, with Display & Video 360



Leading online food delivery company
Amsterdam, The Netherlands • [justeattakeaway.com](https://www.justeattakeaway.com)



About Google Marketing Platform: Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

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The challenge

Just Eat Takeaway prides itself on creating nearly all its own ad content for 24 countries in-house — but current production processes were time-consuming and inefficient. As a result, executions tended not to be dynamic, and there was no capacity for testing or making quick adjustments. To speed things up and reduce pressure on the creative team, the business needed a SaaS platform able to do some of the heavy lifting.

The approach

After identifying areas of inefficiency in the end-to-end campaign setup process, Just Eat Takeaway mapped their campaign structure into standard procedures, and used Google Marketing Platform's (GMP) API for faster publishing using a series of steps. These included standardising campaign taxonomy; building new and scalable creative templates; and then integrating them with GMP using Display & Video 360 (DV360) and Campaign Manager API.

Partnering with Cape

As a GMP-certified digital marketing agency, Cape helps clients to not only design and implement new omni-channel campaigns, but also experiment and learn from them faster.

The results

The business can now leverage, create and publish display and online video assets at scale in more than 20 countries — and campaign development time has dropped from 2 weeks to 1 hour. The team is also able to run twice as many A/B tests, and there's increased relevance in asset creation due to template usage.

“Our design teams spend much less time producing banners, so there's more headspace for creativity. And our performance marketing team also has more time to optimise campaigns, or even expand our display and online video activities.”

—Yannick Kant, Global Team Lead Digital Media,
Just Eat Takeaway.com

9.8 days

Saved per campaign

2x

More A/B tests

Google Marketing Platform

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