



Strategic Digital Advertising Placement Optimization

G Cloud 15 - LOT2B

1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

2. Insight for the Public Sector

Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

Our Approach: Consulting, Lifecycle, & Managed Services

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

3. Services

Service Name

Strategic Digital Advertising Placement Optimization

Service Description

Expert consultancy for enterprise marketing teams to maximize ROI and impact through data-driven digital advertising placement strategies.

Features

- Comprehensive analysis of current advertising channels and spend patterns
- Strategic media mix modelling aligned to business objectives
- Audience segmentation and persona-driven targeting recommendations
- Multi-platform digital campaign planning and execution guidance
- Real-time performance tracking dashboards and custom KPI reporting
- Best practice governance for ad placement compliance and quality assurance
- Integrated workflow design for marketing and sales tech stack alignment
- Third-party technology vendor evaluation and selection support
- Workshops on optimizing creative assets for digital formats
- Executive stakeholder buy-in facilitation and roadmap presentation

Benefits

- Maximize advertising return on investment through targeted placements
- Increase brand reach and awareness with precision audience targeting
- Streamline marketing operations by integrating platforms and processes
- Enhance real-time visibility into campaign effectiveness and spend
- Empower marketing teams with actionable, data-driven recommendations
- Reduce wasted spend on low-performing channels and placements
- Accelerate time to market for new digital advertising initiatives
- Boost alignment between marketing, sales, and technology leaders
- Improve compliance with digital advertising regulations and standards
- Foster continuous improvement and innovation in advertising strategy

Constraints

Requires stakeholder access to current advertising data and systems; subject to third-party platform capabilities.

CONTACT US

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