



Case Study

Martini Media delivers benchmark-beating performance for luxury watch client

Lotame Analytics surfaces and validates best-performing audiences and environments

Industry

Luxury

Challenge

Discover and confirm best contextual environments and extract meaningful affinities, interests and passion points

Lotame Solutions

- Lotame Analytics

Results

- 4.7X higher Engagement Rate in mobile
- 2X higher Click-Through Rate

“ We here at Martini Media understand, engage, and influence affluent consumers on behalf of our diverse, luxury client base. Lotame Analytics plays a key role in our planning, analysis, and proof of concept for every campaign. The dashboard contains a wealth of insights at our fingertips. Our clients demand excellence and are thrilled at the unique intelligence and specialized reporting we provide. All powered by Lotame.”

— Vincent Krsulich
President, Martini Media



Client

Martini Media is the leading luxury digital media company in the U.S. With a precisely honed data-driven approach, they focus on the affluent audience online or in their view “the most engaged audience on the Internet.” For this men’s luxury watch brand client, Martini Media sought to prove its contextual targeting strategy reached precisely the right consumer across its portfolio of premium sites and reveal actionable insights about consumers and their passion points for future planning.

Solution

Firm believers in “the power of intelligence,” Martini Media leverages Lotame Analytics throughout the life of its clients campaigns. In fact, all of its clients receive in-depth campaign wrap-up reports with insights gleaned from Lotame’s Discovery Dashboard to highlight affinities, interests and psychographics that either drove performance or align with similar interests to the target audience. Discovery Dashboards offer thousands of data points on any given audience, from purchases to personal finance, online content consumption to TV networks watched.

For its luxury watch client, Martini Media used Lotame Analytics to discover and confirm the right contextual environments for campaign delivery. Using Lotame’s Analytics Dashboards, Martini Media filters behaviors to extract insights about the intended audience and other consumers that may be valuable to consider for future campaigns. In the Discovery Dashboard, they highlight audience segments that reveal greater propensity to purchase luxury products, in particular watches. These insights enabled them to confidently recommend the following contextual environments for delivery of the campaign: business, arts and culture, travel, sports and fashion.



Results

Lotame Analytics are critical to showing that Martini Media is qualitatively running ads in the right environments for its clients, including the men's luxury watch brand. In addition, these insights proved the client was reaching its target audience across multiple passion points.

Consumer Passion Point Insights

- 178% more passionate about shopping for luxury clothing
- 152% more passionate about jewelry and accessories
- 122% more passionate about being a trendsetter
- 4.4X more likely to enjoy golf
- 5.2X more likely to be in market for luxury goods

Benchmark-Beating Performance

- 4.7X higher Engagement Rate
- 2X higher Click-Through Rate

Want similar results for your business?
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