

Popular snacks brand smashes benchmarks in first cookieless programmatic video campaign

Cookieless targeting works at scale today for APAC region

Industry

CPG

Challenge

Prove performance and scale of programmatic audience targeting in cookie-restricted environments

Lotame Solutions

- Lotame Panorama ID™
- Lotame Data Exchange

Results

Panorama ID Outperforms Benchmarks & Cookies:

- 83% Video Completion Rate (VCR), double the benchmark and higher than cookies (72%)
- 3X better CTR than cookies and double benchmark
- 67% Viewability on the higher end of benchmark and double cookies (32%)

Client

This popular snacks brand creates healthy and tasty treats for Generation Z and Millennials. With limited first-party data, the brand relies on high-quality audiences to understand and reach their discerning consumer. With the cookieless future fast approaching, the brand sought an identity solution to help them continue to acquire new customers at scale everywhere they are — without relying on email or other PII — while enhancing performance in relevant, brand-safe environments.

Solution

The agency crafted the brand's ideal consumer as 18-24 year olds and snack purchasers with a range of interests. Using Lotame Data Exchange's high-quality data, the agency combined demographic segments (male and female 18-24), geo (Thailand) and behavior and interest audiences including Foodies, Gamers, Esports Fans, Comics & Animation Fans, Music Lovers, Movie Lovers and CPG Shoppers. The brand chose a video campaign to reach this multi-tasking consumer. Both cookie segments and cookieless segments (using Lotame Panorama ID™) were shared with its SSP. In turn, the SSP created Deal IDs for the audiences to set up the A/B test. Those Deal IDs were made available to the brand's DSP to target.

Results

Cookieless Panorama ID segments outperformed the brand's benchmarks and cookies. Based on the results, the agency plans to launch more campaigns to prove the value of Panorama ID in increasing reach to its client's niche audiences and delivering better performance.



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