



Case Study

Banana Boat future proofs data targeting and scale in cookieless world

Industry-wide collaboration proves cookieless targeting works today

Industry

CPG

Challenge

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

Lotame Solutions

- Lotame Panorama ID
- Lotame Data Exchange

Results

- 94% VCR with Panorama ID
- 83% Viewability in Safari/Firefox
- Beat Viewability benchmark by 34%

“ Not only did Lotame facilitate a multi-pronged collaboration among partners, but we successfully proved that audience targeting delivers on our marketing KPIs and scales in cookieless environments. This is an example of our commitment to provide the best solutions available in the market to the clients that trust in us.”

— Juan Morón Vélez
CEO, Xaxis LATAM



Client

Sunscreen brand Banana Boat's portfolio of products are designed to provide safe, high-quality sunscreen. The brand relied on programmatic audience targeting to reach its audience at scale and with precision across the open web. With the loss of third-party cookies on the near horizon, the brand worked with its agencies Wavemaker and Xaxis Miami to seek out innovative solutions to future proof addressability across all browser environments. Xaxis enlisted the help of several partners to launch its cookieless campaign — Lotame, Xandr's Invest DSP and PubMatic — in a show of what industry-wide collaboration can accomplish.

Solution

The agency turned to Lotame for high-quality audiences to target in this first cookieless video campaign. Lotame Data Exchange audiences created for the campaign included demographics (gender, age), and consumers interested in family and parenting, home and garden, health and fitness and sports. Both cookie segments and cookieless segments (using Lotame Panorama ID™) were shared with Xaxis and its SSP PubMatic. In turn, PubMatic created Deal IDs for the audiences to set up the A/B test. Those Deal IDs were made available to Banana Boat through Xandr's Invest DSP to target.

“ It's been an amazing opportunity to work together with Lotame, Xaxis and PubMatic, proving that cookieless solutions can deliver excellent results as the ones obtained for Banana Boat using Xandr's Invest DSP.”

— Patrick Casal
Senior Director LATAM, Xandr



Banana Boat Video Creative




Banana Boat Video Creative



Results

Cookieless targeting not only worked but delivered increased scale across all browsers, cookie-restricted and cookie permitting. Banana Boat and Xaxis intend to continue targeting in this method based on the outstanding results.

- 94% Video Completion Rate (VCR) in Safari/Firefox vs 84% for cookies
 - More efficient VCR across all browsers
 - 12% increase in VCR in cookie-restricted environments and higher View-Through Rates (VTR)
 - 34% higher average Viewability than benchmark
 - 83% Viewability in Safari/Firefox vs 61% for cookies
- 



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