LOTAME®

Case Study

OMD Drives Double the Scale & Cost-Effectiveness with Data + Identity

Lotame Panorama ID™ reaches more people, more efficiently than cookies for OMD's global luxury auto brand

Industry
Automotive

Challenge
Drive awareness for luxury brand's electric cars and new passenger vehicles

Lotame Solutions
- Lotame Panorama ID
- Lotame Data Exchange

Results
- 2X scaled delivery
- 2X more cost-efficient engagement
- 3X cheaper than cookies

> " We've done our due diligence and trust Lotame Panorama ID. The predictive cookieless solution is delivering fantastic results for our leading brand portfolio in terms of scale across the open web and cost-efficiency. We're well positioned to grab the cookieless future by the horns — in fact, we already are!"
>
> — Miles Pritchard
> Managing Partner, OMD - EMEA

Client

This global luxury automotive company sought to increase awareness of its new line of electric cars and passenger vehicles. Together with Omnicom, its media buying and planning agency, the brand wanted to test the efficacy and reach of a data-enriched cookieless identity solution. Third-party data is critical to the brand's strategy as it seeks to build successful prospecting strategies.

Solution

Omnicom enlisted long-standing data solutions partner Lotame for its expertise in high-quality data enrichment and identity. The agency is actively testing the people-based probabilistic identifier Lotame Panorama ID in 27 markets across 8 leading brands, including the automaker. The agency targeted three audiences using Lotame Data Exchange cookie segments and cookieless segments via Panorama ID:

- Luxury Vehicle Owners
- Business People
- Luxury Lifestyle (e.g., interests in shopping, international travel, watches)

In this DSP-direct test, all audiences were routed to an SSP to create Deal IDs that were then pushed to the agency's DSP The Trade Desk.

Privacy-First Identity

Lotame's Panorama ID is a privacy-compliant identifier for the global open web. It's set up to confirm that users permit the serving of personalized advertising and then delivers that advertising without requiring a third-party cookie. Safari and Firefox block third-party cookies but they do permit users to decide for themselves whether they would like to allow brands to serve personalized advertising. In those cases, on those browsers, Lotame's Panorama ID can function where the cookie cannot. This functionality opens up considerably greater addressability (e.g., more impressions) for marketers.
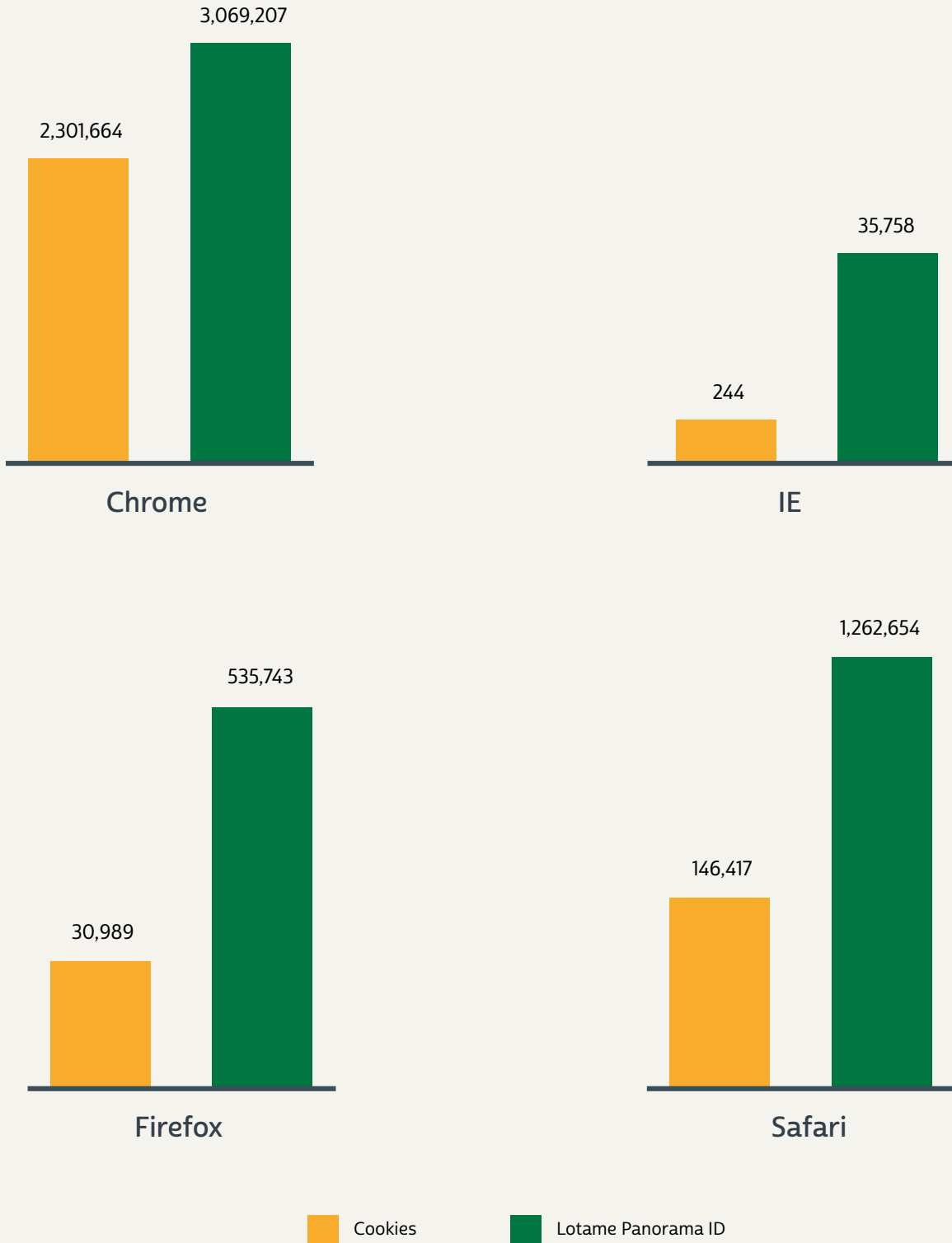
Results

The Panorama ID-delivered campaigns consistently outperformed cookies in both reach and efficiency for the global automaker. Panorama ID is able to achieve better reach because it is not tied to environments that have third-party cookies. Right now, online programmatic advertising can only really be executed in browsers that permit third-party cookies. But Panorama ID is able to work in ALL browsers, whether or not they support third-party cookies. Panorama ID is able to ask users for consent to serve personalized advertising and once that consent is approved, serve that personalized advertising in all browsers: Chrome, Safari, Firefox, and others. This functionality opens up considerably more impressions (more reach) for marketers. In fact, Panorama ID delivered 70% of the campaign's total impressions.

2X Greater Scale

Lotame Panorama ID opened up previously unaddressable inventory in cookie-restricted environments Safari, Firefox and Internet Explorer.
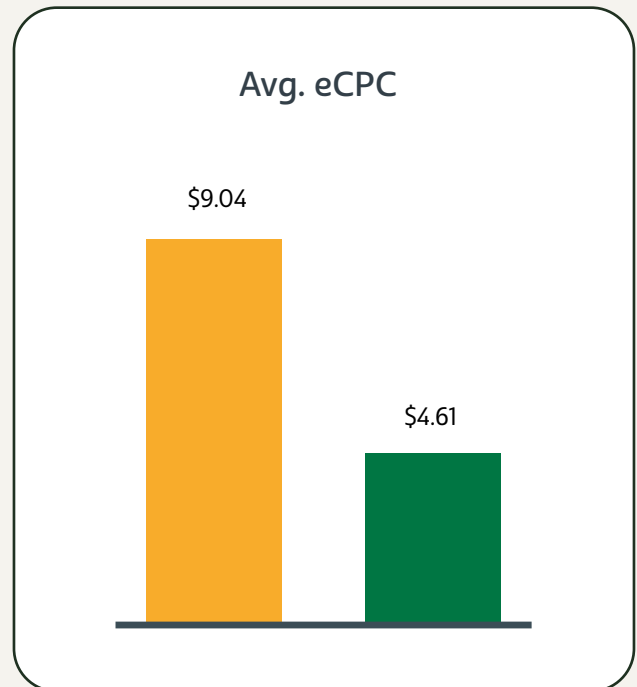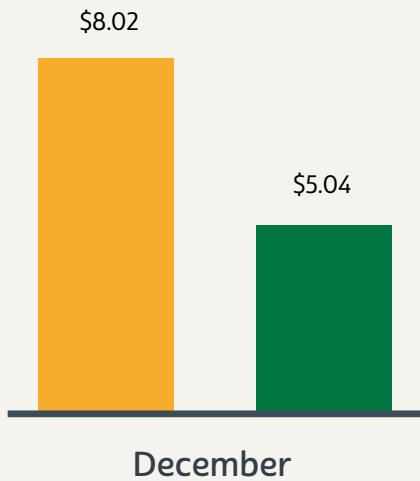
Panorama ID reaches more people in unreachable places

Chrome: Cookies 2,301,664 | Lotame Panorama ID 3,069,207

IE: Cookies 244 | Lotame Panorama ID 35,758

Firefox: Cookies 30,989 | Lotame Panorama ID 535,743

Safari: Cookies 146,417 | Lotame Panorama ID 1,262,654

Legend: Cookies | Lotame Panorama ID
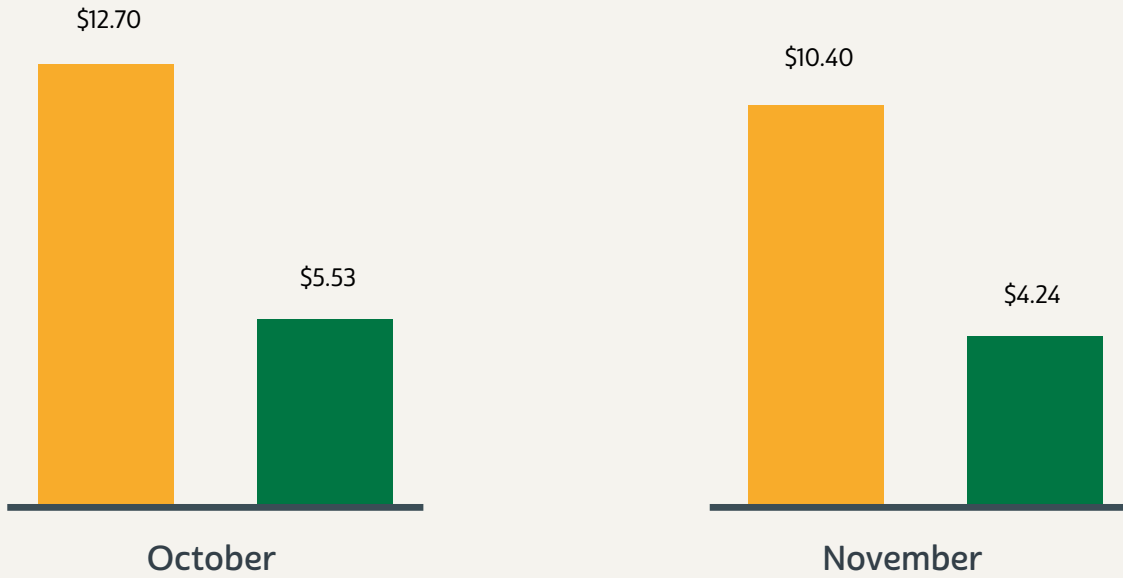
2X Greater Scale

2X More Cost Efficient

Panorama ID found additional inventory sources to deliver the brand's message to and for less money than cookies.

CPC for Panorama ID 2X more efficient than cookies

October
- $12.70 (Cookies)
- $5.53 (Lotame Panorama ID)

November
- $10.40 (Cookies)
- $4.24 (Lotame Panorama ID)

December
- $8.02 (Cookies)
- $5.04 (Lotame Panorama ID)

Avg. eCPC
- $9.04 (Cookies)
- $4.61 (Lotame Panorama ID)

Legend:
- Cookies
- Lotame Panorama ID

lotame.com

Want similar results for your business?
Get in touch: info@lotame.com

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