

# Agency Increases Engagement 250% with Cross-Device Targeting



## CLIENT CHALLENGE



AMP Agency wanted to support a major Pet Care Brand with advanced audience targeting in order to find a niche group of pet owners most likely to respond and engage with their marketing and recruitment efforts. To do this, they relied on MomentAware, AMP's proprietary solution backed by Lotame's Data Management Platform, which marries AMP's rich demographic, psychographic, CRM, and location data with a massive network of device signals (~150 MM unique mobile devices monthly).

"There has been a ton of investment in segmenting what individuals do on their devices (ex. what they read, what they buy). Although interesting, location in terms of where an individual goes gives us a much more complete picture of the person. We believe the Moment (hence the name MomentAware), the time and place, is much more important."

CHRIS BOUCHER  
SVP, Advertising Technology, AMP Agency

## SOLUTION



### DMP FOR AUDIENCE INSIGHTS

AMP's data points provide valuable insights into consumers' pet ownership and preferences (Dog/Golden Retriever, Cat/Persian), the pet owner's choice and location of grooming and veterinarian care, frequency of pet care, even the approximate location and times pet owners walk and exercise with their pets.



### LDX FOR AUDIENCE ENRICHMENT

AMP enriched their first-party data with additional demographic, interest, and purchase behaviors from Lotame's Data Exchange to create a robust profile of the pet owners.



### CROSS-DEVICE

By feeding these audiences into Lotame's Cross-Device technology, AMP was able to deliver marketing messages when and where pet owners were most receptive to messaging and offers - whether that meant on mobile when near a particular pet store or on desktop when shopping online.

## REAL RESULTS

- ✓ 250% Increase in CTR, showcasing the advanced relevancy in regards to targeting.
- ✓ 1000s of new pet owners were identified who weren't included in standard 3rd-party audience segments
- ✓ 83% Savings in data costs for the pet care brand

Want similar results for your business? Get in touch!  
[info@lotame.com](mailto:info@lotame.com) [lotame.com](http://lotame.com)