



Case Study

First-of-its-kind, audience-based consumer journey management drives performance

Omnicom & Luxury Auto Brand use Lotame Data Exchange (LDX) to launch new crossover model.

Industry

Automotive

Challenge

Lower Cost-Per-Lead (CPL) and improve Cost-Per-Engagement (CPE) with data-driven solutions across digital

Lotame Solutions

- Lotame Data Exchange

Results

- 22% Reduction in CPL
- 52% Reduction in CPE

“ The success of this campaign really begins and ends with data. From prospecting to audience segmentation to personalising the experience, data played a starring role at every juncture. Tapping into Lotame’s universe of high-quality data made all the difference in enriching our profiles and creating addressable audiences that worked.”

— Miles Pritchard
Managing Partner, OMD - EMEA



Client

One of the world's most successful luxury automotive companies was set to launch a new crossover model. The client engaged its media buying and planning agency Omnicom to connect with its audience in a never-been-done-before way.

Objective

As part of its digital and data transformation, the auto brand sought to introduce audience-based consumer journey management to the launch of its new model. The agency was tasked to provide audience insights to accurately differentiate target groups, and create an audience segmentation framework to support sequential and consequential messaging.

Solution

Omnicom enlisted data connectivity partner Lotame to build a panoramic view of its niche personas and activate those audiences, as well as create a general audience (control group) that met sociodemographic and discretionary spending criteria. Lotame's breadth and depth of high-quality data generated clear insight to define the brand's core audience and isolate different sub-groups within that core audience for content personalisation.

Omnicom used Lotame Data Exchange (LDX) to enhance its understanding of core targets and create addressable audiences pushed to their DSP for programmatic buying.

How It Worked

First, the core audiences were divided into two groups, based on age and family composition. Using LDX data, Omnicom tapped into the full universe of Lotame attributes and behaviors to build on their customer understanding. These audiences were found to exhibit keenly different interests and purchase motivations. For example, group one indexed high for outdoor activities, family trips and entertainment, and sought space and comfort, whereas group two indexed high for discretionary expenditure on consumer electronics and other luxury products, and sought design and a sense of luxury.

Once audiences were clearly outlined and aligned to core creatives and bespoke landing pages, Omnicom developed robust decision trees to derive sequential and consequential messaging and encourage people to move through the purchase funnel. By customizing content at every touchpoint, the agency was able to increase the focus on lead-generating activities as the consumer moved to deeper levels of engagement. LDX audiences were made available to Omnicom directly in their DSP of choice.

Results

Omnicom compared the control group with the aggregate performance of its two hyperpersonalised Lotame addressable audience segments. The brand saw significant results for its first data- and audience-driven campaign.



Personalised media activity drove a 52% reduction in Cost-Per-Engagement compared to the control



By generating more personalised experiences across the consumer journey, Cost-Per-Lead was 22% lower than the control group

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