

Case Study

Auto Brand Drives 33% Increase in CTR with Audience Optimizer

Brand uses sophisticated modeling to increase monetization of high-value real estate, increase scale and maintain premium performance

Industry

Automotive

Challenge

Drive further monetization and revenue of in-demand ad space

Lotame Solutions

- Audience Optimizer

Results

- 25-33% boost in CTR with modeled audiences
- 22% increase in CTR with modeled and first-party audiences
- Two new product offerings developed using sophisticated modeling

Client

The brand had created in-demand segments for its high-value real estate but needed more impressions to frequency cap while providing consistent performance. They sought ways to increase monetization and revenue opportunities of their most expensive ad space without sacrificing performance.

Solution

A longstanding Lotame Spherical client, the brand was well versed in the audience management platform. They devised a multi-pronged test using Lotame Audience Optimizer to increase reach, open up impressions and provide quality performance. Powered by sophisticated AI / machine learning, Audience Optimizer creates predictive models to support a variety of client objectives, such as increasing audience scale and optimizing performance. Using CTR as the main metric, they conducted tests of modeled audiences versus unmodeled (first-party data as the seed) across six OEMs over three phases:

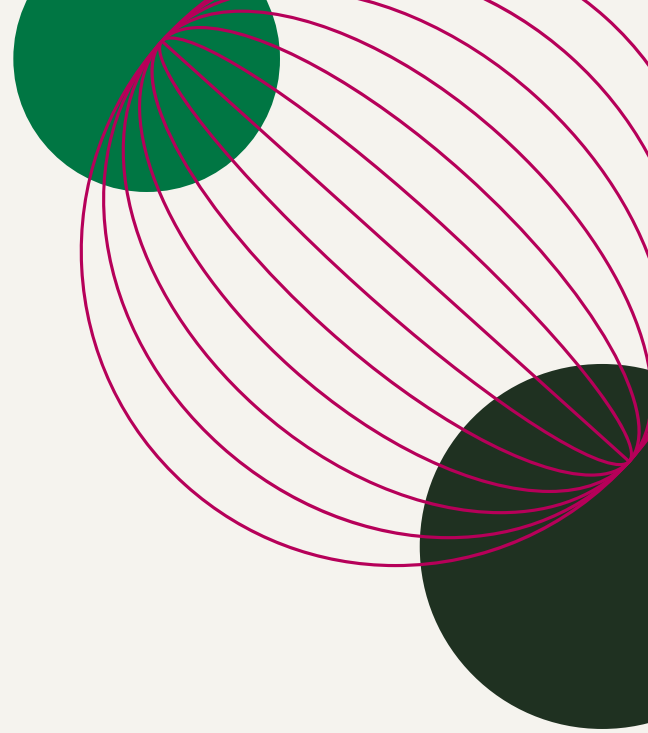
- Phase one: Identify the preferred lookalike (LAL) size at various frequency caps
- Phase two: Look at performance with a higher frequency cap
- Phase three: Examine lookalike performance and cost at scale, when combined with first-party targeting

Results

The brand saw impressive results in each of the Audience Optimizer trials. In addition to the results from each phase (listed below), modeled audiences performed better in terms of average session time and page views.

	Phase 1	Phase 2	Phase 3
Objective	Identify preferred LAL size	Identify LAL performance with higher frequency capping on high-value real estate	Identify LAL performance and cost at scale when combined with GAM and Lotame
Audiences	LAL audiences with frequency capping	A/B testing of LAL audiences vs. 1st-party audiences (via GAM)	A/B testing of 1st-party audiences (via GAM) versus 1st-party + LAL audiences (via GAM)
Setup	CTR performance & frequency cap of 2x, 3x, 4x	Target copy of real estate with LAL and compare to GAM + Lotame targeting	Target majority of available real estate with GAM + Lotame targeting Compare results with remaining real estate with GAM + Lotame + LAL
Results	4x frequency cap performed best in terms of CTR	CTR boost between 25-33% with LAL	22% CTR boost from GAM + Lotame + LAL

The campaign results will assist their sales teams and marketing to pitch two new product offerings – powered by Lotame Audience Optimizer – to brands and marketers. Their first new offering combines first-party and modeled audiences across their high-value real estate. While their second new offering uses modeled audiences alone across their high-value real estate. Both new offerings will deliver a boost in CTR for advertisers and marketers.



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