

The effectiveness of DMS's audience targeting capabilities decreased the CPA by 63%



CLIENT CHALLENGE



Digital Media Services (DMS), the official digital arm of Choueiri Group, represents 45 media publishers across different verticals, reaching more than 70% of the online population in MENA. Choueiri Group was chosen by Huawei, a global leader in telecoms with a wide range of products including mobile phones, tablets, wearables, broadband devices and home devices, to create an effective and efficient targeted online media campaign for their products. While the client had a target audience in mind at the beginning of the campaign, they wanted to focus their advertising on consumers most likely to convert. Choueiri needed to identify those converters for the client and reach them in the most efficient way possible.

SOLUTION

By allowing DMS to have access to Huawei's first party data, DMS was able to analyze the full user journey. From the moment consumers are being exposed to an ad till the moment they convert onsite.



AUDIENCE DISCOVERY

The campaign's target audience was focused on young adults, white collar workers, and students. The data points of the converters were more driven towards segments with a broader reach and were highly engaging and interested in the product. Audiences discovered : automotive intenders, tech savvy, housewives, Samsung owners, smart phone intenders, gadget lovers, professionals.



DMP FOR AUDIENCE TARGETING

Based off their large footprint, DMS identified the most appropriate audiences for the Huawei campaign to communicate the client's message, and built high-reach segments matching the client's targets inside Lotame's DMP.



CAMPAIGN OPTIMIZATION

Each segment was continually optimized on a daily/weekly basis across all the criteria's mentioned (device, hour of day, day of week...) and we have seen different trends between each segment for these criteria's where we applied that findings. Campaign was adjusted according to the findings, leading to these results.

REAL RESULTS

- ✓ 63% Decrease in CPA
- ✓ 92% Increase in total conversions
- ✓ 8% Increased brand consideration, 13% increase in future intent in key markets
- ✓ By targeting, refining, and optimizing the campaign with Lotame's DMP, Choueiri Group saved the client \$0.63 for every \$1 spent, compared to a non-targeted campaign.
- ✓ Overall, conversions have increased, leading to increased sales for Huawei.

Want similar results for your business? Get in touch!

info@lotame.com lotame.com