

LOTAME CASE STUDY

DATA MANAGEMENT PLATFORM | Collect Anywhere. Use Everywhere.

CtrlShift Uses Lotame's DMP to Decrease CPA 92%

eCommerce Campaign saves over \$100 per acquisition

CLIENT CHALLENGE



CtrlShift is a leading Southeast Asian audience-focused marketing solutions company that helps guide clients through the digital ecosystem. They are focused on prospecting new clients and showing their value to existing clients by improving campaign performance.

36%
CONVERSIONS

92%
CPA

LOTAME SOLUTION



LOTAME'S DATA COLLECTION TAG

To collect data from their clients' websites, allowing them to build in-depth profiles on their clients' consumers.



AUDIENCE BUILDER

Remarket to these consumers via Lotame Audience Builder to improve campaign performance against their clients' KPIs (increasing conversion rates and lowering CPA).

REAL RESULTS

- ✓ 36% increase in conversion rates
- ✓ 92% average decrease in CPA vs their results from general targeting across campaigns
- ✓ Their client, a premium e-commerce company, saw their CPA drop 91%, saving over \$100 per acquisition, when using Lotame targeted audiences.

Want similar results for your business? Get in touch!

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