LOTAME®

Case Study

Bank brand smashes social performance in first-to-market campaigns

Lotame Data Exchange audiences drive double-digit increases in CTR and VCR across TikTok, Snap and Facebook

Industry
Finance

Challenge
Target specific audiences in social media channels, unavailable natively in the platforms

Lotame Solutions
- Lotame Data Exchange
- Social Activation

Results
- **TikTok:** 81% increase in Click-Through Rate (CTR) and 23X increase in Video Completion Rate (VCR)
- **Snap:** 22% increase in CTR and 18% increase in VCR
- **Facebook:** 2X increase in CTR

Client

This large Middle East bank spends the bulk of its spend on social media marketing using native audiences. Its agency thought the brand could derive greater value from its investments using a more targeted approach to social media. The brand wanted to ensure they were targeting the right audiences and receiving the best ROI on performance. The agency suggested moving beyond basic demographics offered in social to high-value audiences such as credit card owners and frequent traveler audiences — across social media.

Solution

The agency turned to longstanding data solutions partner Lotame for help. The agency presented an A/B test strategy to prove efficacy of custom audiences pushed from Lotame versus standard social audiences. Lotame audiences zeroed in on those most likely to need or use a credit card accepted both locally and globally. These types of segments are not available natively on social platforms, especially in the region (Saudi Arabia).

- Credit Card Holders
- Non-Credit Card Holders
- Frequent Travelers

The brand chose audience relevance as the primary measure of success, with KPIs of Click-Through Rate (CTR) and Video Completion Rate (VCR).

Results

Lotame's custom audience segments smashed social's native audiences across channels. The bank's expectations were far exceeded, especially on Snap as a majority of the local community is on the platform. Thanks to the tremendous results, the agency successfully convinced its client to continue its audience targeting strategy using high-quality third-party data to grow its reach and customer acquisition.

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