



Case Study

Pepsico Mexican Foods embraces cookieless targeting in benchmark-beating video campaigns

Data + identity proves unbeatable combination to future-ready leading CPG powerhouse

Location

Latin America · Mexico

Industry

CPG

Challenge

Prove data-driven cookieless targeting works today

Lotame Solutions

- Lotame Panorama ID™
- Lotame Data Exchange

Results

- 2.2X more efficient delivery
- 2X less expensive than cookies
- 20% better VCR than cookies across browsers

“ In Marias Gamesa® our priority is always to be consumer obsessed to build brand love in every action that we do, Digital transformation has been a key enabler in the past years to create a more empathic and close relationship with our consumers and audiences; that’s why strategic partners as Anagram and Lotame become a very important part of this journey and have helped us to engage in more personalized and innovative ways and most of all a key part of the mindset evolution in our marketing team to face a more complex world.”

— Daniel Díaz, Brand Senior Director
Pepsico Mexican Foods



PEPSICO



Client

Pepsico Mexican Foods iconic brands are enjoyed by consumers more than one billion times a day in 200+ countries. Their mission to “drive game-changing innovation” is core to both their product and advertising strategy. **Together with agency Anagram, Pepsico creates strong, direct connections with consumers worldwide via data-driven targeting.** With a cookieless future on the horizon, Anagram sought ways to future-ready the brand’s targeting and performance.

Solution

Anagram collaborated with global technology company Lotame to develop a data-driven cookieless video strategy to preserve and extend Pepsico Mexican Foods’ addressability across devices and the open web. Lotame created custom audience segments for Pepsico Mexican Foods’ two snack cookie brands — Marias Gamesa® and Chokis® — using a mix of demographic and interest data. **Using the same parameters, both cookie and cookieless segments were created for testing.** Cookieless audiences used award-winning identifier Lotame Panorama ID to reach Pepsico Mexican Foods’ audiences across all programmatic inventory without relying on third-party cookies or authenticated traffic. **Both sets of audiences were shared with the brand’s DSP MediaMath for targeting.**

“ In Chokis®, one of our most loved brands, digital transformation is one of our main priorities to continue being relevant for our consumers. As a fun and dynamic brand focused on millennials, we are looking and developing new ways to connect creating outstanding content assuring to reach key audiences. To make this happen, we work together with strong strategic partners such as Anagram and Lotame, to evolve the brand at the same time as our consumers into a cookieless digital world.”

— Paola Ortiz, Brand Senior Director
Pepsico Mexican Foods

Results

The Panorama ID cookieless audiences exceeded the brand’s 75% Video Completion Rate (VCR) benchmark and cookie performance across all browsers and devices, proving data-driven targeting works today and post-cookie. **In addition, cookies proved 2X more expensive and 2X less efficient at reaching unique individuals compared to Panorama ID.** Based on the results, Anagram plans to launch more campaigns using Lotame’s high-quality data and cookieless Panorama ID.

Panorama ID Beats Pepsico Mexican Foods Benchmark & Cookies to Deliver More Efficient & Effective Campaigns

Key

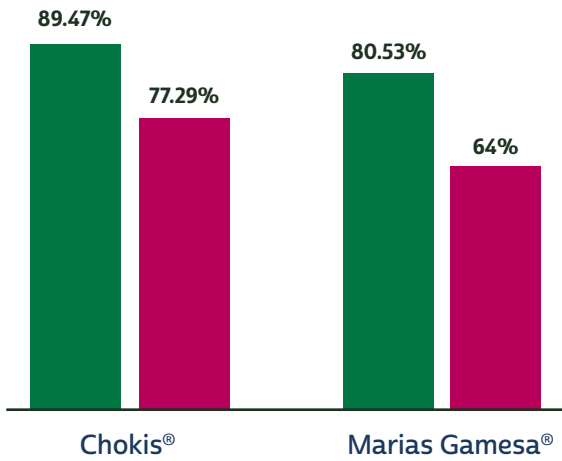


Panorama ID

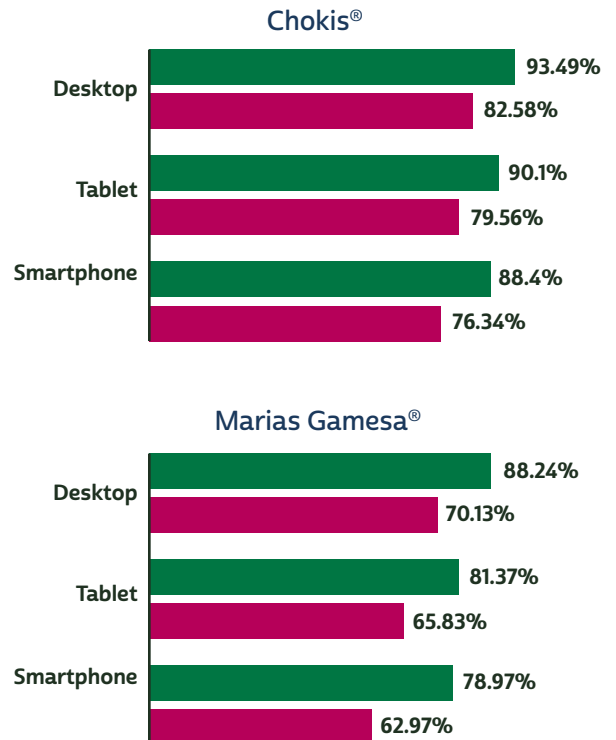


Cookies

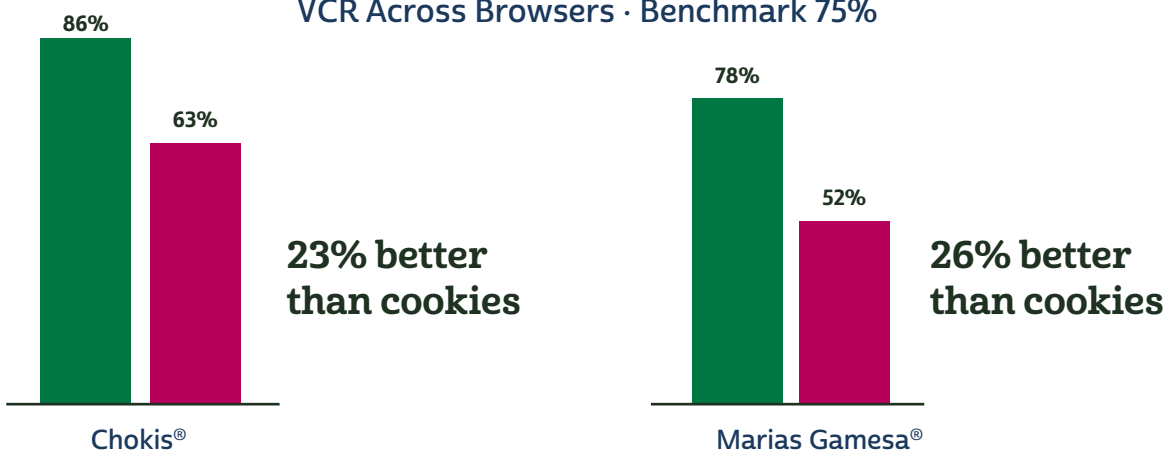
Total VCR · Benchmark 75%



VCR by Device · Benchmark 75%



VCR Across Browsers · Benchmark 75%



2.2X More Efficient Frequency Capping With Panorama ID

In Mexico, Panorama ID's representation of an individual is equal to 2.2 cookies. When frequency capping is set to three within a 24-hour window, the campaign is served 3x to an individual via Panorama ID, but via cookies, an individual could see the campaign up to six times or more.

42% More Unique Individuals Reached

With Panorama ID, Pepsico Mexican Foods reached new people that they wouldn't have due to the absence of cookies.

Cookies Are ~2x More Expensive

Chokis®	eCPM	Ratio Cookies to Panorama ID	Effective Cost Per 1000 Individuals Reached
Panorama ID	\$3.32	1	\$3.32
Cookies	\$3.24	2.2	\$7.13

Marias Gamesa®	eCPM	Ratio Cookies to Panorama ID	Effective Cost Per 1000 Individuals Reached
Panorama ID	\$3.95	1	\$3.95
Cookies	\$3.34	2.2	\$7.34





Want similar results for your business?
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