

LOTAME CASE STUDY

DATA MANAGEMENT PLATFORM | Collect Anywhere. Use Everywhere.

Singapore Press Holdings Drives 10% Increase in Monthly Revenue Using DMP for Audience Targeted Campaigns



CLIENT CHALLENGE



Singapore Press Holdings (SPH) (新加坡报业控股) is one of the largest media organisations in Singapore with businesses in print, internet and new media, and radio, outdoor media, and property. They have over 17 million monthly users consuming content across online news sites, apps and online magazines.

Partnering with one of Southeast Asia's largest hotel resort and theme park brands, SPH needed a way to drive brand awareness and attract new customers by showcasing this brand's gourmet restaurants and events throughout the various SPH digital properties. SPH wanted to leverage 1st- & 3rd-party data to maximise the marketing outcomes for this client in the digital media campaigns running on their own inventory.

The quality and flexibility of Lotame's Data Management Platform (DMP) is undeniable. Combining it with the Lotame Data Exchange (LDX) and leveraging the Insights tool has provided SPH with a powerful way to improve campaign performance. Using the LDX and Insights has given us the means to run more efficient campaigns on a consistent basis, driving value to both our advertising partners and SPH.

SU-LIN TAN
Head, Sales Strategy & Operations,
SPH

LOTAME SOLUTION



DMP FOR DATA COLLECTION & ORGANISATION

SPH was able to aggregate 1st-party data from their 52 owned properties as well as leverage 3rd-party data from Lotame's Data Exchange (LDX) within the DMP platform to get a unified view of their audience(s).



DMP FOR AUDIENCE TARGETING

Using this aggregated data, several interest, demographic and intent based audience segments (such as Food Lovers, C-Suite Executives, High Net Worth Individuals) were created. High-impact display banners and leaderboard ads were served to these audiences across various SPH digital assets.



LOTAME INSIGHTS

SPH used Insights (an analytics tool that offers a deeper dive into the behavioral attributes of a campaign and how these attributes affect performance) to drive campaign optimisation and targeting decisions for this campaign. SPH build look-alike audiences based off the high performing behaviors & audiences for optimisation throughout the campaign duration.

REAL RESULTS

- ✓ 10% increase in monthly digital revenue by creating a new revenue stream for their digital content business using Lotame.
- ✓ 30% higher CTR than other campaign strategies, at 0.6%, thanks to the high-performing 'Foodies' and 'C-suite and High-Income' segments.
- ✓ The audience-targeted campaign contributed more than 90% of total clicks to the campaign, compared to all other campaign entry-points to the client's booking site.

Want similar results for your business? Get in touch!

info@lotame.com lotame.com