

# Global Music Label Tunes Into the Power of First-Party Data

## CLIENT CHALLENGE

A multinational music company was looking to find new fans for its large lineup of artists. While general site targeting was resulting in average CTR, the marketer wanted to leverage the first-party data available from its network of sites to build brand awareness and loyalty for its artists as well as identifying additional pools of potential fans.

Their marketing team was already engaging in several forms of paid advertising, but they wanted to ensure they were getting the most bang for their buck, maximizing impressions served while decreasing cost per acquisition (CPA).

In short, the music label wanted to increase the efficiency of their marketing campaigns using the data they already had.

124%

CLICKS

64%

CPM

60%

IMPRESSIONS

## LOTAME SOLUTION



### DMP FOR DATA COLLECTION

Used Lotame's DMP to collect first-party data from their network of artist and merchandising subsidiary sites. By also dropping a pixel on their campaign creative, they could also identify users clicking on their ads, and collect these data points in the DMP.



### DMP FOR AUDIENCE INSIGHTS

Aggregating user data into the platform gave them a quick view into the interests, actions, and demographics of users interacting with campaign ads



### DMP FOR AUDIENCE TARGETING

Used these insights to build out additional segments to be targeted in future campaigns to increase scale and identify more potential fans.

## REAL RESULTS

- ✓ 124% More Clicks
- ✓ 64% Decrease in CPM
- ✓ 60% Increase in Impressions Served
- ✓ 46% Decrease in CPC
- ✓ 39% Increase in CTR

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