

UK News Media Publisher Fast Tracks Way to KPIs with Lotame DMP

CLIENT CHALLENGE



SOUTH WEST TRAINS

1XL is one of the largest news media publishers in the UK, focused on providing marketers with the best performing advertising opportunities across their inventory. When their client South West Trains approached them about a campaign to increase online ticket sales while decreasing cost per acquisition by 50%, 1XL knew they would need to use Lotame's DMP to target the right audience in order to maximize campaign performance.



15%

eCPMs



72%

CPA

Lotame's technology enables us to regularly surpass our clients' expectations with high performing campaign results, while allowing us to sell inventory at premium rates. Moving forward, we're aiming to use the platform insights and audience analytics tools to pinpoint exactly what our clients need to further improve campaign KPIs.

SCOTT GILL
Managing Director, 1XL

LOTAME SOLUTION



DMP FOR DATA COLLECTION

By partnering with Lotame, 1XL was able to collect a rich amount of first-party data from their publishers, which was then used to build audiences at higher eCPMs.



DMP FOR AUDIENCE TARGETING

Using Lotame's DMP to only send their campaign messaging to a highly targeted audience, they would be able to pay a higher eCPM for a more engaged audience, without increasing their overall spend.

REAL RESULTS

- ✓ 15% increase in eCPMs for 1XL, meaning an increase in revenue for ads sold.
- ✓ 72% Decrease in CPA (from £5 to £1.38), surpassing the client's initial goal of decreasing CPA by 50%.

Want similar results for your business? Get in touch!
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