MenaMarketPlace Increases CTR 289% with Lotame

CLIENT **CHALLENGE**

mmp
menamarketplace

MenaMarketPlace (MMP) is the leader in the programmatic advertising space across the MENA region. Their team of programmatic experts works with premium publishers to monetize their inventory, and with media buyers to provide access to that premium inventory. For a recent financial campaign for a leading bank in Abu Dhabi, MenaMarketPlace was focused on reaching high net-worth individuals in the Middle East. They needed a way to scale this campaign while maintaining their focus on the target audience.

CTR

0.35%

0.09%

■ Without Audience Data
■ With Audience Data

"Leveraging campaigns using audience data, if done properly, is the right and only way to move forward in the programmatic era. Building audiences takes time, requires accuracy and creativity. Being able to build the right audiences for clients requires 3 elements: People, Publishers, and Technology. In addition to our dedicated team and strong network of publishers, Lotame's DMP is a key part of our success as we strive towards an insightful technologically focused future."
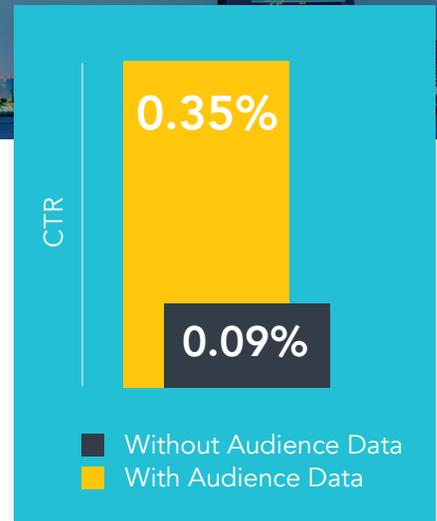
NADER BITAR
Senior Director of MenaMarketPlace

LOTAME **SOLUTION**

DMP

Used the DMP to categorize their data into audiences around high net-worth individuals interested in different types of loans: personal, auto, or mortgage. Audiences were then exported into Private Marketplaces (PMPs) for programmatically targeted advertising.

DATA EXCHANGE

Scaled campaigns with third-party data from the Lotame Data Exchange to increase available impressions while maintaining the target audience.

REAL **RESULTS**

✓ Overall, the financial campaign outperformed their original goals, **increasing the CTR 289%** (from 0.09% before audience data to 0.35% with audience data).

✓ Using Lotame's Data Exchange and its accuracy tools, MMP has the ability to test its data to be functionable and real, giving them the opportunity to be **more granular with the audiences being built.**

Want similar results for your business? Get in touch!
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