

CASE STUDY | AUDIENCE MANAGEMENT

Universal McCann Israel Increases Conversions 7x with Audience Targeting



HUGGIES

CLIENT

Universal McCann (UM) operates in over 100 countries across the globe where industry leading data and analytics power their innovative approach to planning, investment, and custom content creation. The result is an audience-first approach that discovers, defines, and disseminates the moments that matter in media to foster better connections between brands and their audience. For a recent campaign with Huggies Wipes, the UM Israel team was focused on increasing conversions of an audience that had already been exposed to the previous campaign, but without interacting with any of the ads.



RESULTS

- 41% increase in conversion rate
- 247% decrease in CPA

SOLUTION

CROSS-PLATFORM DATA COLLECTION

UM Israel started by collecting data from all media channels, including Clicks, Complete Views, and Coupon Downloads. This data was gathered and organized into Lotame's Audience Management platform.

CONTENT PERSONALISATION

Once the data was collected, UM built several different audiences to use as benchmarks, including:

- Women 25-45
- All Huggies Audience
- Premium Moms
- "Live" Audience

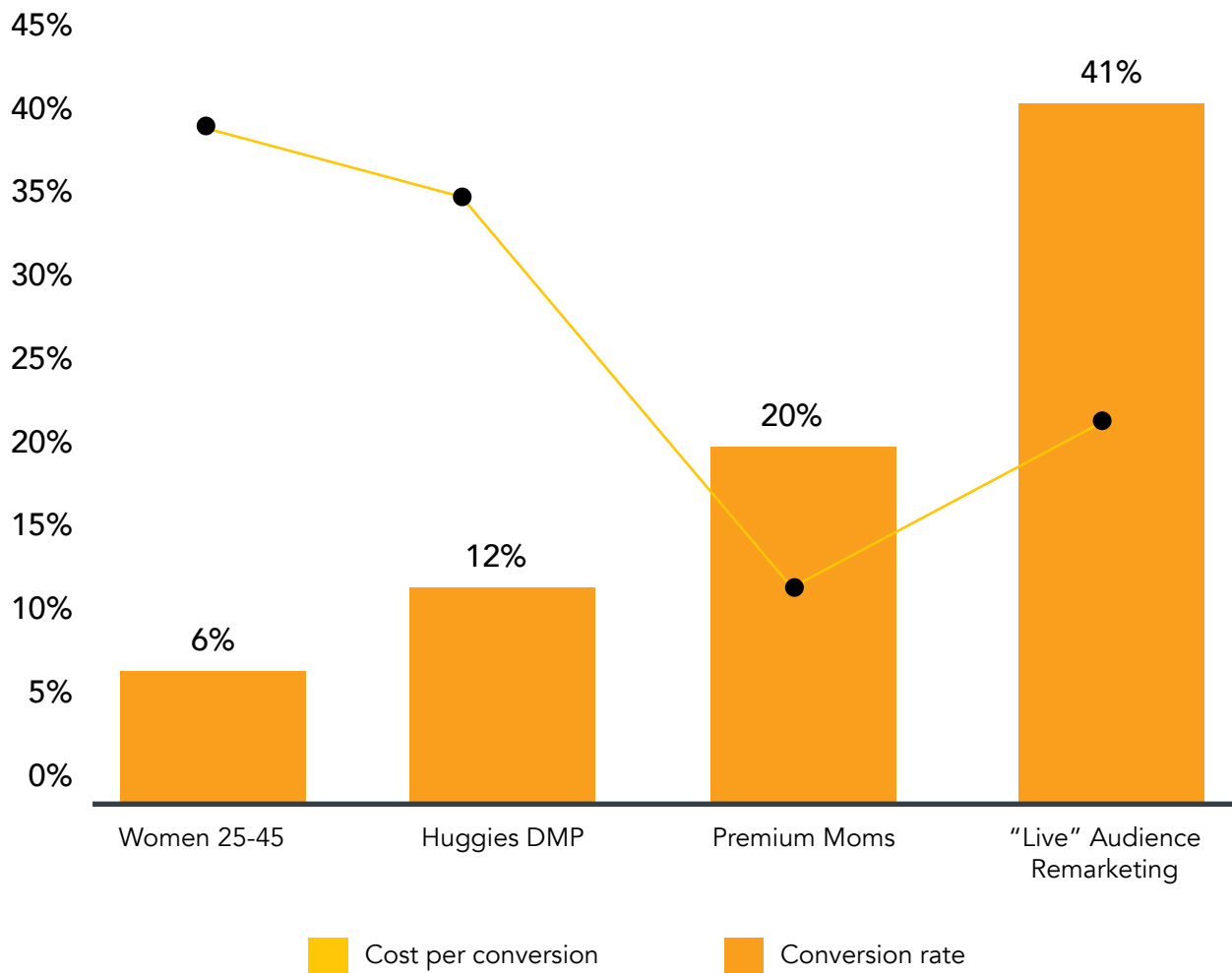
Premium Moms included a recency and frequency cap. "Live" Audience included all users that were exposed to the campaign but didn't click / view / convert.

AUDIENCE TARGETING

The "Live" Audience was targeted with a slightly different remarketing ad creative while the other three audiences received an awareness ad.

RESULTS

- The “Live” Audience had the highest conversion rate of the three audiences at 41%
- This conversion rate was twice as effective as the Premium Moms audience (20%) and almost 7x more effective than targeting Women 25-45 (6% conversion rate).
- The Premium Moms audience led to the lowest cost per conversion, with a 247% decrease in CPA compared to targeting Women 25-45.



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