



## CASE STUDY

# Think Global, Act Local: How Lotame and PHD EMEA Partnered to Execute a Curated Marketplace for Global CPG Drinks Brand



### Industry

CPG / Alcohol

### Challenge

Reach new, untapped audiences for spirits brand in the UK and Spain

### Lotame Solutions

Curated Marketplaces

### Results

- Reduced hard and soft costs of campaign execution
- Gained unique insights on unknown prospective customers
- Increased addressability in regional markets



“ Lotame exceeded our expectations not only with the delivery of a curated marketplace, but in passing the brand’s rigorous legal and data assessment process CDAP (Consumer Data Assessment Process). This thorough evaluation scrutinized Lotame’s data sourcing, consent, and activation practices, ensuring compliance with stringent EU data usage regulations. As a result of successfully completing this process, Lotame is now a trusted partner in Europe, demonstrating our shared commitment to responsible and compliant data usage.

— Ronak Patel

Regional EU Digital and Data Director Lead  
PHD EMEA

## Challenge

A global CPG drinks brand sought to raise awareness and drive consideration for its spirits brands, by reaching travelers in the UK and Spain, and luxury travelers and whiskey drinkers in the UK and Singapore.

## Solution

PHD EMEA, a leading strategy and planning media network within Omnicom, partnered with Lotame to execute an innovative approach to reaching luxury travelers and whiskey drinkers using curated private marketplaces (PMPs), designed with market-specific intelligence and brand-approved inventory. Lotame's Curated Marketplaces deliver the custom audiences and powerful insights the company is known for, matched to trusted, brand-safe media supply designed to crush brand goals. Lotame leveraged market-level consumer data and unique audience insights from its Analytics suite to reach audiences in brand-safe environments, optimizing to the highest-performing inventory, across multiple supply-side platforms (SSPs).

### Unique insights transcend obvious behavior correlations

Lotame's unique data and insights provided a deeper understanding of customer affinities than PHD previously had access to. For instance, while the agency was aware that the brand's customers were interested in healthy living, Lotame's insights revealed that these customers were not just "lifestyle enthusiasts" and "foodies," but had a strong affinity for vegan cuisine, kitchen equipment, and grilling. As veganism and healthy cuisine grows in popularity globally, the agency recognized an opportunity to promote its brand's tequila as a low-calorie ingredient and natural flavor enhancer for any meal to this fast-growing cohort of customers.

Furthermore, Lotame's insights confirmed PHD's carefully crafted personas, showing that these highly-educated consumers were interested in current affairs and news, particularly premium news sites and radio/podcasts.

*Notes: No modeling was done for the data used in the campaign. For example, the luxury travellers / whiskey drinkers' segment definition was: users who have declared they are frequent spirits buyers and have travelled or shown travel intent to luxury hotels / resorts, international travel, or cruise. Data is collected via loyalty / credit cards and online actions across publisher sites. Lotame analytics within the platform revealed high indexing behaviours from chosen audience segments to make inventory recommendations for campaign execution.*



## With Curated Marketplaces, PHD EMEA achieved:

**Addressable Audiences:** Bespoke audiences delivered incremental reach for greater addressability in regional markets.

**Valuable Insights:** Newly surfaced insights into audience behavior and specific market preferences uncovered predictive contextual strategies — backed by AI and verified by humans. These insights empowered the brand to better understand their target consumers and refine future marketing strategies.

**Better Control & Transparency:** To ensure adherence to the brand's strict brand safety guidelines, Lotame's curated marketplaces were customized using PHD EMEA's carefully vetted inventory "allow" lists, and transparently optimized based on performance.

**Better Efficiency:** By utilizing multiple SSPs to deliver customized private deals, Lotame was able to identify the most efficient and performant inventory across each supply source within each market. This resulted in projected cost savings of up to 33%, while reducing campaign analysis time, directly improving PHD EMEA team resource allocations.

**Active Optimization:** Continuous supply-led optimizations drove campaign lift, along with ongoing audience insights and analysis. These optimizations resulted in a View-Through Rate consistently above 70%, beating industry benchmarks of 60%.

**Reduced Waste:** By combining specific audience segments with optimized media spending and market-level pacing, PHD EMEA achieved greater efficiency in their campaigns. This strategic approach minimized ad waste and enabled precise targeting, resulting in performance that surpassed established benchmarks.

## Conclusion

The brand's campaigns successfully achieved their goals of raising awareness and reaching more of their target audiences in specific countries. By leveraging Lotame's expertise in custom audience creation and curated inventory, PHD EMEA realized significant cost and time efficiencies, while gaining novel insights on prospective spirits consumers within each market. This collaboration, fueled by Lotame's curated marketplaces, delivered innovation, proven outcomes and established a strong foundation for future marketing initiatives across the brand portfolio.



“ Lotame’s custom audience creation and insights provided us with a deeper understanding of the affinities of our target audience, the elusive luxury consumer. This level of nuanced insight, which we were unable to achieve alone, has transformed our approach and future operations. While general healthy living/ eating audiences can be purchased for reach, these specific insights have had a much greater impact. In the future, we intend to apply these insights to personalized communications to further engage our valuable customers.”

— **Sophia Irwin**

Digital Senior Manager  
PHD EMEA

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