



Case Study

The Chamber of Commerce of Bogota ensures its digital advertising is future ready

First Colombia universal ID campaign proves cookieless third-party data targeting works at scale

Industry

B2B

Challenge

Prove performance and scale of programmatic audience targeting in cookie-restricted environments

Lotame Solutions

- Lotame Panorama ID
- Lotame Data Exchange
- Audience Mangement

Results

Lotame's universal ID outperforms cookies:

- 21% increase in CTR across devices (CTV, desktop, smartphone, tablet)
- More viewable impressions across devices (76%)
- More completed views across devices
- Higher Video Completion Rate (VCR)

“ At the Bogota Chamber of Commerce, we are constantly looking for innovative tools that businesspeople can apply on different fronts, and advertising is no exception. For this reason, we ventured with this technology that allowed us, in a first effort, to reach more audiences compared to traditional techniques. With these actions we seek to impact companies and open new paths in the effort to make their businesses visible for Bogota and the region.”

— Andrés Téllez Luque
Director of Digital Marketing
Bogota Chamber of Commerce



Client

The Chamber of Commerce of Bogota (CCB) supports entrepreneurs every step of the way in launching and growing their businesses. As an innovative business in its own right, CCB needed ways to ensure its digital advertising outreach to small and medium business owners would perform despite the loss of third-party cookies. CCB, together with its digital media agency Havas and the strategic support of Clictag Digital, sought future-ready solutions to preserve and extend its data-driven marketing across all browsers.

Solution

Clictag enlisted the help of long-standing DMP and data partner Lotame to test high-quality audiences in the first universal ID campaign in Colombia. The agency targeted several Lotame Data Exchange segments in its B2B strategy, including Small / Medium Entrepreneurs, Banks, Insurance, Entrepreneurship and Family Business. Both cookie segments and cookieless segments (using Lotame Panorama ID™) were targeted in Google's DV360.

Results

CCB launched its “Soy empresario” video campaign with nine different executions of varying lengths. Cookieless targeting via Panorama ID not only worked, but it delivered better metrics across the board than cookies. Cookieless targeting produced more impressions and reached more unique people, resulting in less saturation and frequency. So impressed with the results, CCB and its agencies have incorporated Lotame's identity solution and high-quality data into the media mix, running additional video and display campaigns.

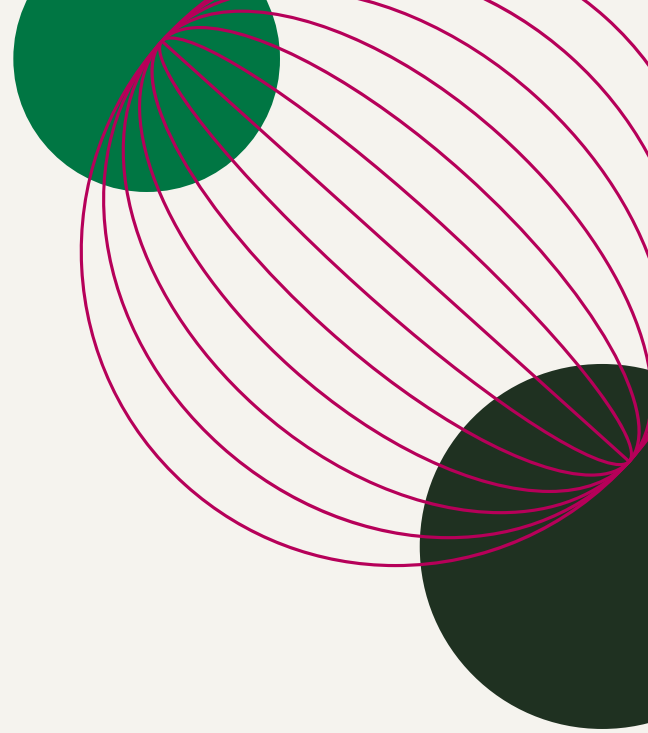
Cookieless Lotame Panorama ID Delivers Better Metrics Than Cookies:

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Creative Insights: Shorter Testimonials Break Through

With nine video executions running, CCB was keen to gain some insights into which creative engaged its target audience best. Results showed that the 20 second videos had the greatest impact, especially those featuring actual entrepreneurs. Compared to standard CCB awareness-building videos, shorter durations (20-40 seconds max) delivered more viewable impressions.





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