

Case Study

Amnet Triples Reach in First Probabilistic Cookieless Targeting Campaigns

Lotame Panorama ID unlocks cookie-blocked inventory in Safari and Firefox and drives incremental scale in Chrome

Industry

Finance/Banking

Challenge

Future proof marketer addressability in cookie-restricted environments using data-rich audiences

Lotame Solutions

- Lotame Panorama ID™
- Lotame Data Exchange

Results

- 3X impression lift across all browsers
- 13X greater reach in Firefox
- 2.5X addressability in Safari

“ Thanks to Lotame Panorama ID, we have a cookieless solution that works in our market. We fully intend to continue testing given the positive results and extend our campaigns to other markets and KPIs. It’s tremendous news for our client that we won’t be beholden to the walled gardens to reach known and unknown customers in the cookieless future.”

— Nitika Bhandari
Associate Director, Amnet



Client

This leading global financial brand is known for its enduring legacy of innovation and trailblazing. As a technology pioneer, the brand relies on data-enriched audience targeting to engage and nurture its known and unknown customers and prospects. Actively testing identity solutions in other markets, the brand engaged its agency Amnet to test addressability and connectivity of its digital advertising in one of its biggest markets in MENA: The Kingdom of Saudi Arabia (KSA)

Solution

The brand's agency Amnet worked with data solutions provider Lotame to set up a test campaign in KSA. Notably, the brand is actively testing cookieless targeting with Lotame Panorama ID with great success in other markets. This was the agency's first probabilistic identity solution test in MENA as many other global solutions simply aren't available to the region. For the KSA market, the brand and agency developed a cross-border outbound campaign to drive awareness of its credit card perks over the summer. The agency tapped into the Lotame Data Exchange for high-quality data enriched segments composed of frequent travelers and shoppers who speak English and Arabic with high HHI. Both cookie and cookieless (Panorama ID) segments were pushed to the brand's DSP and SSP for activation.

Results

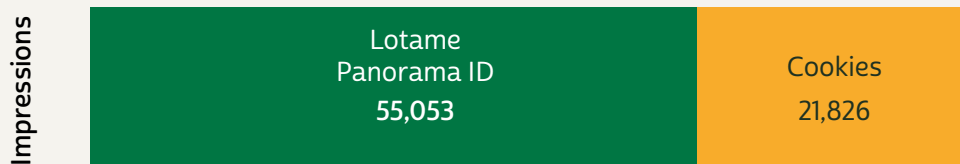
Panorama ID-powered cookieless targeting works — and better than cookies! The global financial brand saw addressability in browsers that were unavailable due to cookie blocking and benefited from incremental reach in Google Chrome. Lotame and Amnet successfully proved that data-enriched audience targeting works today to reach more of the brand's audience — and will deliver privacy-first access to customers tomorrow across the open web when cookies go away.

3X Impression Lift Across Cookie-Blocked Browsers

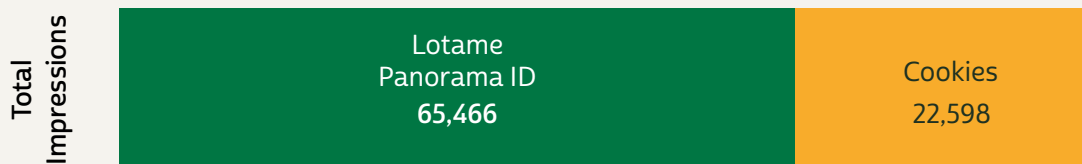
13X greater reach in Firefox



2.5X unlocked addressability in Safari

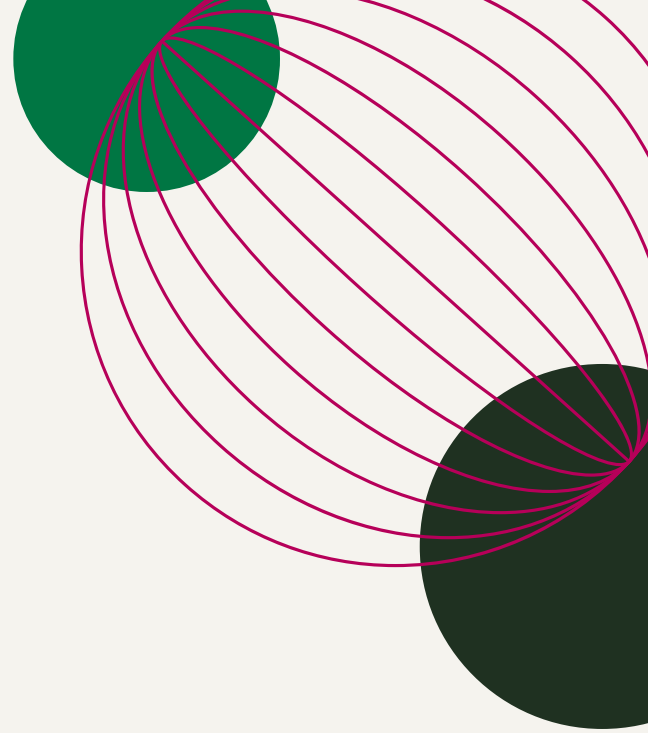


290% more impressions delivered in cookie-blocked browsers



Plus 13% more incremental impressions delivered in Google Chrome





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