



Case Study

Second-party audiences drive conversions among “unkown” luxury auto customers

Agency + media owner + tech prove data collaboration across the value chain works

Industry

Automotive

Challenge

Drive existing customer conversions for bookings of luxury automaker’s Service Care Plan

Lotame Solutions

- Spherical Data Collaboration Platform
- Lotame Collaborate

Results

- 10x impressions, clicks & conversions
- Lowered Cost Per Lead by 93%

“ Easy access to Haymarket’s segmentation in our DSP and having everything handled programmatically was a dream. This is an otherwise very complicated operation for any agency to set up the tech pipes and off-platform invoicing. Working with Haymarket and Lotame proved this type of cross-industry [data] collaboration can and does happen with great success for brands.”

— Miles Pritchard
Managing Partner, OMD - EMEA



Client

One of the world's most successful luxury automotive companies wanted to promote its service care packages as part of a global after-sales campaign. Targeting existing owners of its luxury car proved difficult, especially when making those audiences available to programmatic channels at scale. The automaker turned to its agency OMD EMEA to find an accurate, efficient, and scalable way to engage its customers and drive conversions.

Objective

With the automaker's own CRM database hard to access, OMD EMEA sought other avenues to reach existing customers. The agency knew from prior tests that "known" existing customers would prove elusive online. Standard contextual and third-party data targeting would miss the mark, especially when scaling across large markets. In addition, providers with ownership data are highly proxied and therefore unreliable.

OMD EMEA viewed this challenge as an opportunity to collaborate with trusted data partners for its present and future needs. Diversifying its portfolio with strong and transparent direct relationships with data partners would enable the agency and its clients to drive performance today and weather the storm of the impending loss of third-party cookies on the global open web.

Solution

OMD EMEA reached out to its longstanding partner Lotame for assistance with an introduction to its client Haymarket Automotive, the global media and information group with market-leading flagship auto brands What Car? and Autocar. With its popular car news, reviews and opinion sites, Haymarket Automotive powers automotive consumer decision-making in the UK.

OMD was interested in using Haymarket Automotive's expertise and first-party audiences across the global open web. This data collaboration first for both parties would pave the way for a deeper relationship if proven successful at driving the luxury brand's KPI of conversions. Lotame's deep relationships and second-party data expertise proved an extraordinary asset to both clients. In addition, Lotame could provide the technology to make this data relationship fast, easy, and efficient for both parties.

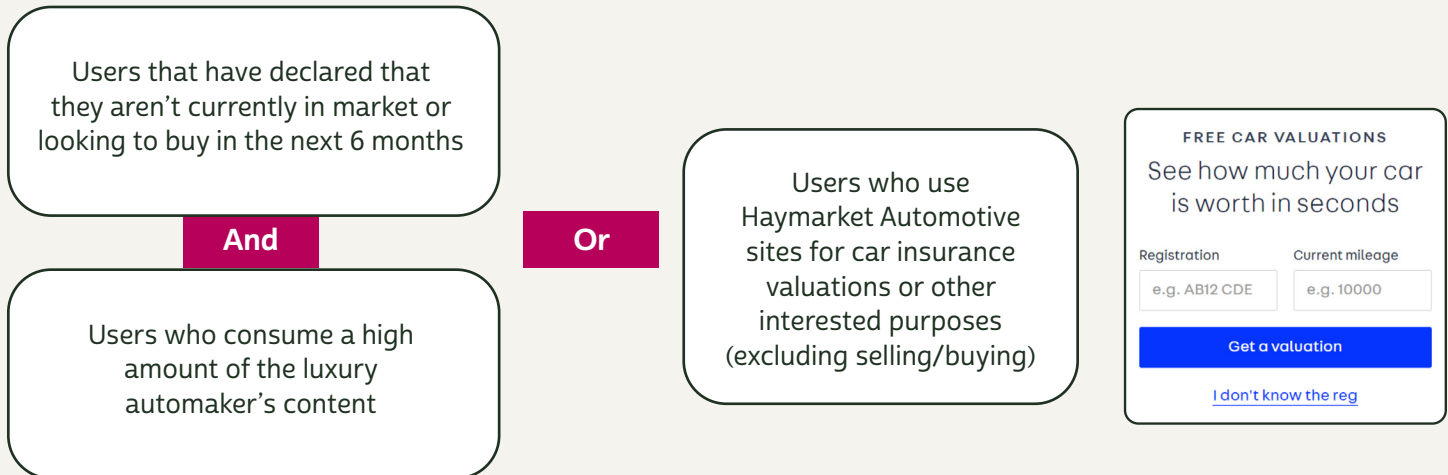
“It was a great opportunity and so well timed as we were already talking about selling our data in a second-party data marketplace. We not only proved the quality of our data outside our own inventory but helped a client impact their business in a very positive way and we look forward to expanding our testing in the coming months. Data control is critical for every media owner but this successful pilot proves that engaging in the right relationships with trusted partners can and does make all the difference.”

— Chris Daniels
Chief Revenue Officer, Haymarket

How it Worked

Haymarket Automotive had run after-sales campaigns onsite but never outside their own environment. They drew on car buying research, user intent based on site navigation, and previous campaign learnings around where consumers start their journey to arrive at who they believed were the luxury automaker's owners. To further hone the audiences, Haymarket Automotive conducted surveys across its sites to exclude those in-market as well as removing anyone engaged with the automaker's content across their sites. Haymarket Automotive then used Lotame's Spherical platform to create bespoke audiences.

Haymarket Automotive built a bespoke audience using its exclusive first-party data to enable the luxury automaker to reach its "unknown" customers.



Using Lotame Collaborate, Haymarket Automotive was able to easily pass their first-party data audiences directly into OMD EMEA's DSP seat within a week of signing the deal. OMD EMEA purchased Haymarket Automotive's first-party data decoupled from inventory (also known as second-party data), a first for both partners. To test efficacy, OMD EMEA set up two campaigns:

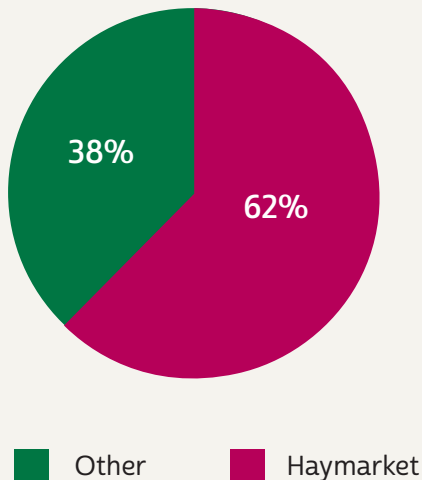
1. Haymarket Automotive first-party audiences
2. Standard third-party audience targeting using Google Affinity segmentation

Results

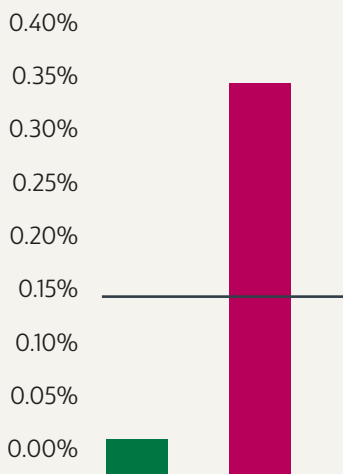
OMD EMEA's programmatic campaign ran in March 2021 in the UK. Haymarket Automotive audiences hit the KPI sweet spot, outperforming Google Affinity conversions while keeping cost per lead much lower. As a result, OMD EMEA plans to use the pilot result's outstanding performance to roll out a larger global effort across 31 countries in partnership with Haymarket Automotive and Lotame.

Haymarket Automotive delivers more than 10x the volume of impressions, clicks, and conversions compared to the control group – and, provides a 93% cost savings in CPL.

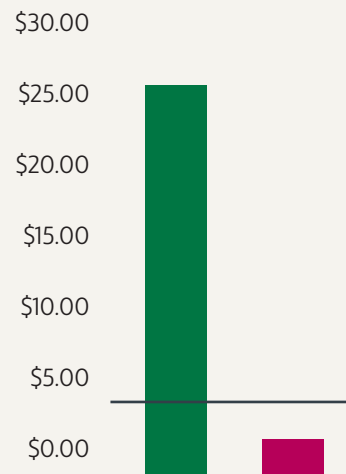
% Conversion Share



Prospecting Conversion Rate



Prospecting Cost Per Lead



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