

LOTAME CASE STUDY

Lotame Data Exchange | The World's Data at Your Fingertips

A Major CPG Brand Uses Lotame Precision Demographic Audiences for Female and Age Targeting Needs and Exceeds the Industry On-Target Benchmark

15-30%

AUDIENCES PERFORMED
15-30% HIGHER THAN
INDUSTRY BENCHMARK

CLIENT CHALLENGE

A major CPG brand was frustrated with the performance of demographic data against their Digital Demographic Benchmarks. They created a threshold that met their standards of performance and asked Lotame to identify key demographic audiences that would hit or exceed their benchmarks while maintaining scale for audience campaigns they run across multiple brands in their portfolio.

LOTAME SOLUTION



LOTAME PRECISION DEMOGRAPHIC AUDIENCES

Lotame's exclusive Precision Demographic Audiences, available to customers using the Lotame Data Exchange, or through all activation channels Lotame works with, deliver accurate and validated on-target audience segments, exceeding industry benchmarks in over 20 major international countries.

A major CPG brand tested specific data sets using Lotame Precision Demographic Audience and found that their audiences performed at 15-30% above the accepted industry on-target benchmark!

REAL RESULTS

- ✓ In the US, the brand used tested data on 20MM Females Age 18-34 and the results scored double the accepted industry benchmark! 25% higher than benchmark
- ✓ In the UK, the brand's Female 25-54 audience tested 25% above benchmark at 40MM profiles
- ✓ In Germany, the brand found 40MM Male 18-34 profiles at 30% above accepted industry benchmarks
- ✓ In Australia, the brand found 3MM Male 18-34 profiles at 15% above accepted industry benchmarks

Want similar results for your business? Contact us today to reach your intended audience globally, with confidence!

datasales@lotame.com lotame.com/data-exchange or lotame.com/precision-data