

# LEADING AUTO SITES UNLOCK FIRST-PARTY AUDIENCES IN SAFARI USING LOTAME LIGHTNING TAG

UK: Automotive | First-Party Scale | Monetisation | First Impression Targeting | Match Rate



Haymarket Media Group's Autocar and What Car? use Lotame tech to drive up scale, match rate, and monetisation in cookie-challenged environments.

## SAFARI CREATES AUDIENCE SINKHOLE

Global media and information group, Haymarket, owns specialist brands across verticals including its market-leading flagship auto brands What Car? and Autocar. The popular car news, reviews and opinion sites power consumer decision-making in the UK.

With millions visiting every month, the brands rely on fast and complete data collection and activation to understand their audiences and monetise every opportunity. But Safari cookie blocking was obscuring the view of 35-40% of their audience and causing inventory pressures between browsers. This sophisticated client knew with confidence that they were making more money on Chrome and losing out on audience opportunities on Safari after an exhaustive deep dive into adserver data. Compounded by COVID-19's impact across the auto industry, Safari had become a relative sink hole for understanding a sizable portion of their audience and monetising valued inventory.



### CHALLENGE

Collect 1P audiences across all browsers & unlock greater monetisation



### LOTAME SOLUTIONS

Lightning Tag



### RESULTS

4X increase in 1P audiences in Safari & Firefox vs. adserver

98% match rate with adserver

Audience revenue doubled on Safari



## LIGHTNING TAG PAVES THE WAY FORWARD

Haymarket turned to its long standing data solutions partner Lotame for help finding all their people across all first-party environments. Lotame's new Lightning Tag technology was just the upgrade needed as it collects and extracts data in real time on every browser and device that interacts with a client's page — no cookies required. This ability to see their audience across all first-party environments enables Haymarket to seize every chance to capture and target first-time visitors and one-and-dones across browsers. As a result, Haymarket can generate more monetization opportunities out of every site visit — and in fact, audience revenue doubled on Safari.

## TAKING LIGHTNING TAG FOR A TEST DRIVE

Car reviews and news articles are Haymarket's most common entry points to its sites. With Lightning Tag, all make and model audiences grew 2.5X. Coupled with a strong peak in traffic, Haymarket is able to take instant advantage of traffic surges around breaking news and new car releases by serving first-time visitors and one-and-dones on their first page visit with relevant advertising. Pre-Lightning Tag, Haymarket would have missed out on these opportunities to engage first-time visitors unless they landed on a second page.

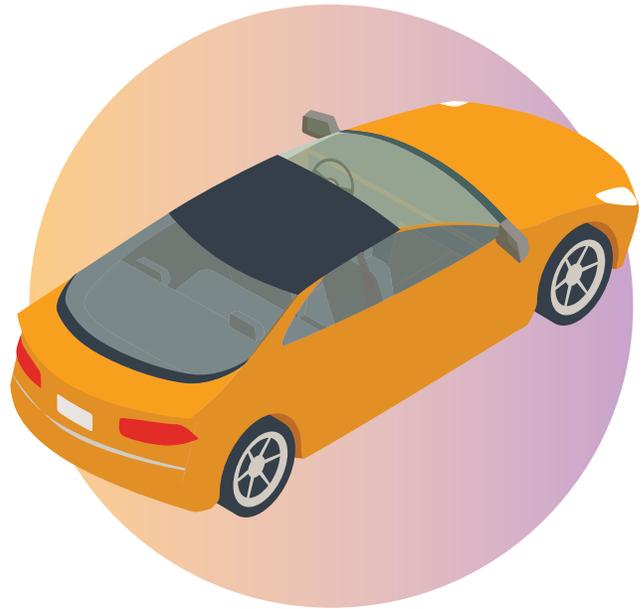
“We believe a robust and sustainable audience strategy, which allows the effective monetisation of audiences while maintaining strong campaign performance, is vital to any premium publisher with highly engaged audiences. This approach is increasingly important as third-party cookies continue to be targeted by browsers. Growing our addressable audiences has been the first step to building out how we will use our first-party premium data moving forward, to help advertisers reach the right audience at the right time wherever they may be.”

**Chris Daniels**  
Chief Revenue Officer, Haymarket

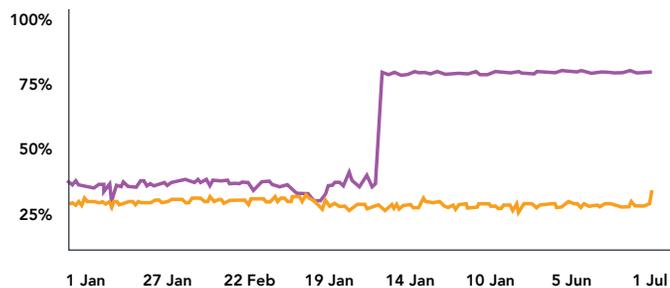
# HIGH-PERFORMING RESULTS FOR AUDIENCES & MONETISATION

Lightning Tag solved Haymarket's Safari problem and then some. Results came in fast and furious on both audience scale and increased monetisation opportunities. As traffic began to surge in Q2 with pent-up demand for cars, Haymarket reported an audience revenue risk of 0, remarkable for peak traffic months in Q1 and even more so during a pandemic and the normally slow summer.

- 4X increase in first-party audiences across Safari and Firefox versus adserver
- 98% match rate with adserver
- Audience revenue doubled on Safari
- Can take instant advantage of any traffic surges with first-impression targeting

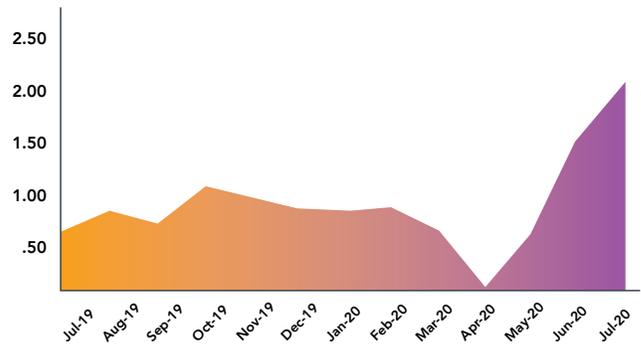


## 4X INCREASE IN 1P AUDIENCES IN SAFARI & FIREFOX VS. ADSERVER



■ Lotame Eligibility
 ■ Adserver Audience Eligibility

## AUDIENCE REVENUE DOUBLES ON SAFARI



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