

# WINNING BIG WITH THIRD-PARTY DATA ENRICHMENT

APAC: Malaysia | Classified | QSR | 3rd-Party Data | Precision Targeting | Data Tech



Mudah drives 2.5x increase in CTR for QSR campaign using Lotame's centralized data and tools

## CLIENT

Mudah.my is Malaysia's largest classified marketplace for buyers and sellers in Malaysia. Its site connects millions everyday to in-market shoppers for everything from cars to cameras, properties to pets, mobiles to motorcycles, treadmills to textbooks, and more.

## OBJECTIVE

One of Mudah's QSR clients wanted to drive brand awareness and attract new customers by showcasing its gourmet restaurants across Mudah properties.

“Our targeting capabilities and client success have grown exponentially, using Lotame's innovative tech to better organise our data to offer our display advertisers intent and interest segments at scale. As a result of this long-standing partnership with Lotame, we're able to create an unbeatable value proposition by maximizing marketing efficiencies across all key client verticals.”



### CHALLENGE

Drive brand awareness.  
Attract new customers.



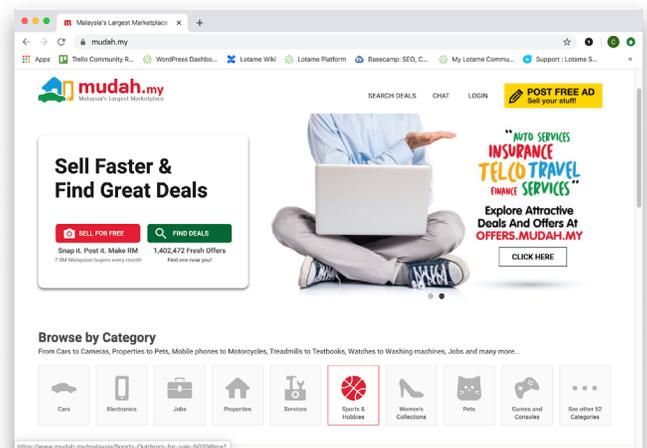
### LOTAME SOLUTIONS

Lotame Event-Level Data Collection  
Lotame Data Exchange  
Lotame Audience Builder



### RESULTS

2.5x higher CTR than benchmark



**Andrew Pinto**  
Head of Marketing and Display

## SOLUTION

Mudah used a combination of Lotame data and data tech — all from one platform — to strategically plan and execute a data-driven solution for its QSR client.

Using Lotame's Data Collection and Organisation tools, Mudah aggregated first-party data from its properties. It then enriched that valuable data with third-party data from the Lotame Data Exchange (LDX) to get a unified view of the audience.

Using the enriched data, several interest and intent audience segments were created, such as Value Buyers, Italian Cuisine Lovers, Snack Lovers, and Affluent Professionals. High-impact display banners with personalised ads were served to Mudah's vast number of users across its digital assets over a two-week campaign.



## RESULTS

The popular QSR brand ran a campaign at scale by building addressable audiences using LDX third-party data and Mudah's first-party data segments. Mudah's average QSR CTR was already strong at 0.47%, but adding Lotame data and technology helped beat the benchmark by 2.5 times. Mudah successfully smashed the QSR brand's campaign performance goals with its data-driven solutions, all from the Lotame platform.

Want similar results for your business? Get in touch! [info@lotame.com](mailto:info@lotame.com)