CASE STUDY | PANORAMA ID | DATA MARKETPLACE FOR BUYERS

Data Enrichment and Identity Prove Powerful Performance Drivers For Digo and Dr. Martens

Media owner and brand collaborate with Lotame to preserve data connectivity and addressability

CHALLENGE

Validate and test data enrichment and identity solution's ability to engage new customers in cookieless world

LOTAME SOLUTIONS

- Lotame Panorama ID
- Lotame Data Exchange

RESULTS

- 107% more viewable impressions
- 9.43X lift in CTR
- 1/10 the cost compared to cookie environments

CLIENT

Dr. Martens, one of the most recognized footwear brands in the world, wanted to reach and engage new consumers in the U.S. Hispanic community. With a cookieless world on the horizon, the iconic brand knew it couldn't rely alone on first-party data gathered from site activity and customer lists. Dr. Martens sought the help of Digo Hispanic Media, the premium Hispanic audience network, to learn more about its diverse audience and reach them in an authentic and meaningful way.

"

The test drove the best results you could hope for as a brand and marketer: lower cost, increased reach and better engagement. We're not only excited by the improved campaign efficiency we saw with Lotame's Panorama ID, but also by the increased segmentation opportunities it gives us even in the future. By combining our first-party data with Digo and Lotame's data sources, we can better identify and reach our target audience, and communicate with our existing customers in a more meaningful way."

— Erika Clemens
Digital Marketing Manager, Paid Media & SEM
Dr. Martens

LOTAME

OBJECTIVE

This brand / media owner collaboration sought to address several critical questions. As a brand, how can they engage with their precisely crafted personas in a post-cookie world? As a media owner, how can they continue to find and engage a brand's customers to deliver on KPI goals? The stakes could not have been higher as both businesses looked to preserve the data connectivity and addressability they rely on.

SOLUTION

Digo brought in its audience management and data enrichment partner Lotame to brainstorm a solution with the brand. Their goals were twofold: build the brand's target audiences using data enrichment and test these audiences using an identity solution with Safari as a proxy for a cookieless future.

GOALS

- Identify target audiences using first-party data + Lotame Data Exchange (LDX) third-party data
- Validate identity solution Panorama ID will deliver on goals in cookieless world

First, the media owner wanted to hone in on the right audiences for Dr. Martens to build awareness and consideration. The media owner built rich personas using Dr. Martens' first-party data, its own first-party data, and Lotame Data Exchange's third-party data. Digo created three custom audience segments based on lifestyle, affinity, content consumption, demographics, language preferences and more. LDX data helped scale the audiences for impact and reach.

CUSTOM U.S. HISPANIC AUDIENCE SEGMENTS

Bad Bunnies	Nirvanas	J.Lo's
13.1 MM	19.2 MM	17.9 MM

Dr. Martens' core consumer resembled the Nirvanas persona, a punk, grunge subculture group. The Bad Bunnies and J.Lo's aligned more with the newer consumer groups that Docs has been reaching with their latest product line.

With their custom personas created, Dr. Martens wanted to ensure they spoke to each audience in an authentic way with content, creative, and products sure to resonate. Depending on their age and location of origin (US, South America, Carribean), U.S. Hispanics' language preferences and dialects vary. Some prefer to be spoken to by brands in just Spanish, some prefer Spanglish, and some prefer English. The brand aimed to reach each segment when they were most likely to be browsing or shopping and on sites and apps they consumed content on across devices. Further, as a first touch with the U.S. Hispanic audience, Dr. Martens focused on awareness, viewable impressions and reach versus conversions.

TESTING PANORAMA ID

Digo leaned into testing the validity and performance of identity solutions as also proof of its audience strategy. The media owner set up an A/B test using Google DV360:

1. Third-party cookie setup (Server to Server)
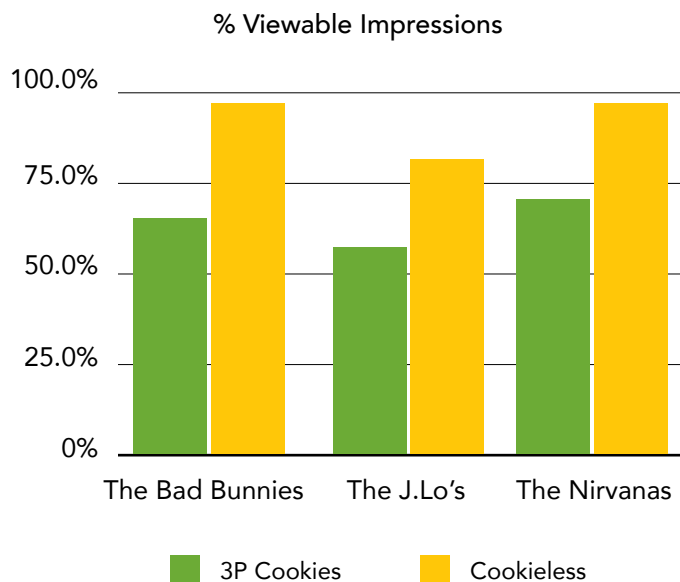2. Cookieless setup (Key Value Pairs)

In the first scenario, Digo acted as an agency to push audiences into the DSP via third-party cookies. To compare performance, scenario two relied on client-side activation using Lotame Panorama ID to send audiences into Google AdManager / DV360 via key value pairs. Having a direct relationship with a media owner benefited Dr. Martens' ability to perform such a test.

"We are very pleased and excited with the results we've seen so far with Lotame's Panorama ID and Data Exchange. Knowing the challenges the industry is going to face with a cookieless future, Digo sought to future proof our audience addressability strategy and leverage our O&O sites. We're very fortunate to count on two great partners – Dr. Martens, our client, and Lotame, our audience management technology provider – to perform this test. The initial test showed superior results in the KPIs that we were pursuing, which means that not only are we successful in preparing for the challenges ahead, but we're also able to measure in a more effective way and target higher quality audience segments. As we continue to test, we're launching campaigns in which we will start buying outside inventory that will allow us to extend our reach outside of our network across the open web."

— Aisha Burgos, SVP of Sales Marketing
Digo Hispanic Media

RESULTS

Data-rich segments using identity outperformed third-party cookies in every KPI measured.

% Viewable Impressions

Legend: 3P Cookies (green), Cookieless (yellow)
Categories: The Bad Bunnies, The J.Lo's, The Nirvanas

Viewability
The premium content of Digo's owned and operated sites resulted in strong viewability (+60%) in all scenarios. A deeper dive revealed that the cookieless segments delivered 107% more viewable impressions than the third-party cookie ones.

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Click-Through Rate (CTR)


Effective Cost Per Click (eCPC)
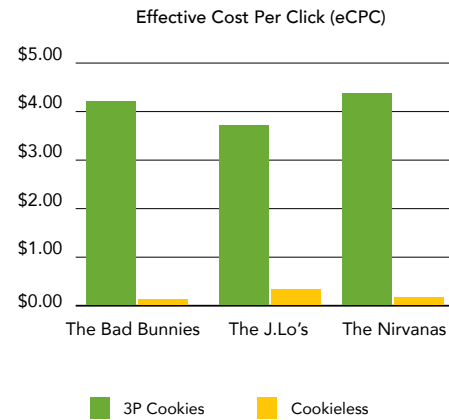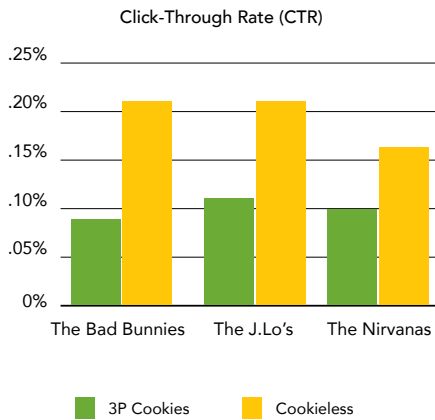
Click-Through Rate

Engagement with segments delivered via Panorama ID soared 9.43X above the third-party cookie scenario. The Bad Bunnies and J.Lo's in particular had much higher CTR, good news for the brand's outreach to new consumers.

eCPC

The positive CTR results also impacted the efficiency of the cost per click. In these scenarios, all the testing shows CPCs lower than $1. Performance was further driven by alignment of the creative and messaging. But the Panorama ID driven campaigns delivered 1/10th of the cost of the server-to-server campaigns.

Click Through Rate by Browser

Effective Cost Per Click (eCPC)
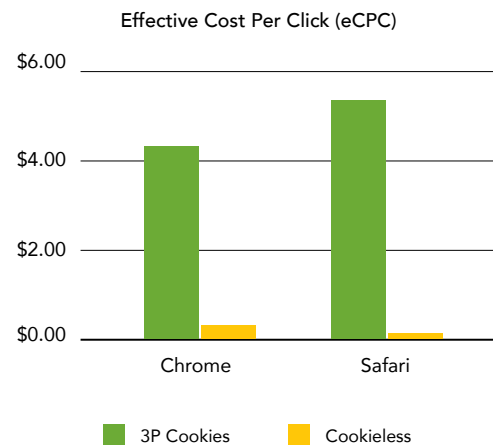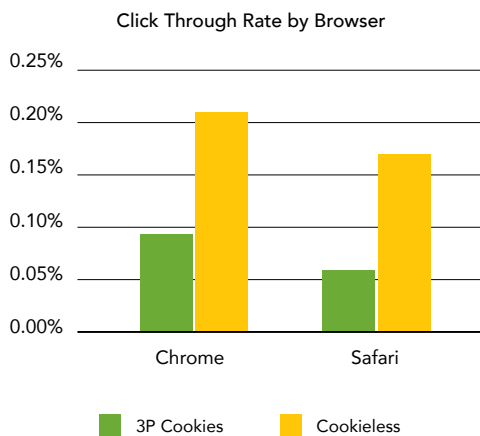
Performance by Browser

Chrome showed higher CTRs and lower CPCs than Safari and other web browsers. Identifying this helped Digo and Dr. Martens understand how the two most used web browsers will affect future decision making on when and how to use Safari as a separate targeting option vs Chrome and help them prioritize based on KPI and budget availability for maximum performance.

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