



41%  
CONVERSION RATE

247%  
DECREASE IN CPA

## CASE STUDY

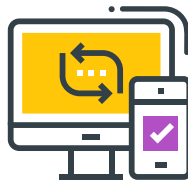
### Universal McCann Israel Increases Conversions 7x with Audience Targeting



#### CLIENT CHALLENGE

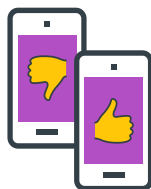
Universal McCann (UM) operates in over 100 countries across the globe where industry leading data and analytics power their innovative approach to planning, investment, and custom content creation. The result is an audience - first approach that discovers, defines, and disseminates the moments that matter in media to foster better connections between brands and their audience. For a recent campaign with Huggies Wipes, the UM Israel team was focused on increasing conversions of an audience that had already been exposed to the previous campaign, but without interacting with any of the ads.

#### LOTAME SOLUTION



##### Cross-Platform Data Collection

UM Israel started by collecting data from all media channels, including Clicks, Complete Views, and Coupon Downloads. This data was gathered and organized into Lotame's Data Management Platform (DMP).



##### Content Personalisation

Once the data was collected, UM built several different audiences to use as benchmarks, including: Women 25-45, All Huggies Audience, Premium Moms (and audience of moms including a recency & frequency cap), and the new "Live" Audience including all users who were exposed to the campaign but didn't click/view/convert.



##### Audience Targeting

The Live Audience (users who were exposed to the campaign but did not interact with it) was sent a slightly different remarketing ad creative than the awareness ad that was sent to the other three audiences.

## REAL RESULTS

- The Live Audience had the highest conversion rate of the three audiences at 41%
- This conversion rate was twice as effective as the premium moms audience (20%) and almost 7x more effective than targeting women ages 25-45 (6% conversion rate).
- The premium moms audience led to the lowest cost per conversion, with a 247% decrease in CPA compared to targeting Women 25-45.

