

SHOPPER MARKETERS HIT BULL'S-EYE WITH MOBILE ENGAGEMENT

CHALLENGE

Mobile is an appealing medium to CPG marketers because consumers make so many purchase decisions on-the-go. Shopper Marketing demands precise geographical, demographic and behavioral targeting. However, executing localized mobile campaigns has been a challenge because of broad technical limitations within mobile.

One of DataXu's longest standing CPG customers asked DataXu to execute their first mobile shopper campaign.

DataXu was asked to:

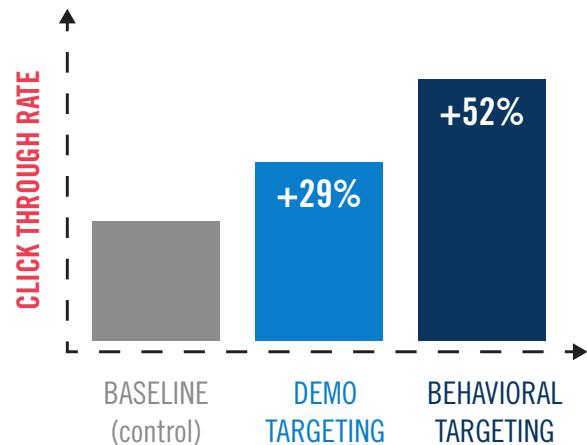
- Engage across five regions (some with low population density), at scale.
- Implement test and control methodology to assess impact of third-party data targeting in mobile.
- Ramp, execute, and complete in two weeks.

THE DATA XU SOLUTION

Leverage DataXu's Audience Marketplace and its tens of thousands of third party segments to reach consumers within the brand's key criteria:

- **Demographic:** Females 25-54
- **Behavioral:** CPG Brand Intenders
- **Geographic:** Idaho, Iowa, Michigan, Utah and Wisconsin

Overall engagement increased 40% against the baseline over a two-week period.



RESULTS

Compared to the baseline, third party data targeting increased consumer engagement by more than 40%.

The campaign delivered nearly 1MM impressions daily to the selected regions over two weeks, proving the ability to scale in mobile.

The Shopper Marketing Team effectively extended their digital strategy into mobile, boosting the impact of their branding efforts.

ABOUT DATA XU

DataXu's mission is to make marketing better using data science. The world's top brands and agencies use DataXu to better understand and engage customers across all devices and media formats. Our solution provides marketers with unparalleled Media Activation, Marketing Analytics and Data Management capabilities. With sixteen offices in eleven countries, DataXu's full-stack solution is powering the digital transformation of the world's most valuable brands.