

Duncan Channon case study: dataxu's OneView™ solution extends social reach by 3X

Challenge

Balancing multiple goals, such as selling a newly launched product and growing brand awareness, can be quite a challenge for marketers. This requires brands to ensure they reach a wide enough audience with the right messaging, while maintaining efficiency to drive lower funnel performance. dataxu collaborated with agency partner Duncan Channon to drive sales across different formats and multiple social platforms, such as Facebook® and Instagram®.

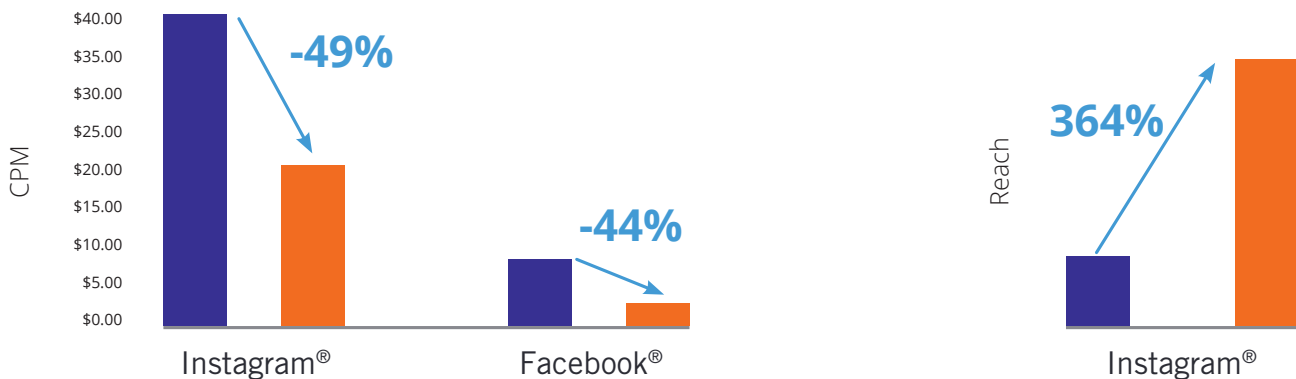
The dataxu solution

Marketers traditionally struggle with activating data across the social networks and walled gardens of the world. Rather than leveraging existing broad targeting parameters within each social platform, Duncan Channon wanted to take advantage of the robust first-party data captured by their existing digital efforts. In order to syndicate their first party audience into social platforms/walled gardens, Duncan Channon used dataxu's OneView identity and data management technology to turn first party cookie-based audiences into device IDs. This enabled the seed audience to expand to additional, connected ID's, ultimately amplifying the audience 3X. Duncan Channon compared social performance between the OneView™ audience and a traditional, pixel collected retargeting audience; the results speak for themselves.

Results

3X amplification from seed cookie based audience to dataxu OneView™ audience
364% more unique users targeted by dataxu OneView™ audience on Instagram®
44% more efficient CPMs generated by the OneView™ audience on Facebook®

■ Facebook® Retargeting
■ dataxu OneView™ Audience



About dataxu

dataxu® helps marketing professionals use data to improve their advertising. Our software empowers you to connect with real people across all channels, including TV, capturing consumers' attention when and where it matters most. With 14 offices around the world, we're here to help power your business forward. Discover what you + our software can do at www.dataxu.com.

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