



eyeota Success Story

A Dun & Bradstreet Company

Eyeota Helps Appliance Brand Refresh their Campaign Strategy and Boost CTR by 33%

Leveraging Eyeota's data enabled Appliance Brand to Reach In-Market Consumers in Australia at a Lower Cost



The Challenge

A home appliance manufacturer was using the same programmatic targeting strategy for some time and needed to reinvigorate their campaigns and improve performance.

The appliance brand worked with Eyeota to build a specialized segment within Converged using Eyeota's audience data.

The Result

They carefully selected relevant traits from over 1,400 audiences available in the Activation platform. The chosen traits captured prospects interested in cooking and baking and who intend to purchase a dishwasher.

They ushered the new, custom audiences from Converged directly into their demand-side platform for media activation across programmatic channels. They further ran a series of concurrent campaigns to test the effectiveness of the custom segment against the home appliance brand's existing targeting strategy.

The Conclusion

Campaigns using Eyeota's segments, combining cooking and baking enthusiasts with dishwasher purchase intenders, **drove higher engagement at a lower cost.**

Compared to the other campaigns, the campaigns using the new segment had a staggering 33% increase in click through rates, a 30% decrease in CPM and a 35% decrease in cost per click.

The Solution

The brand carefully selected relevant traits from over 1,400 Eyeota audiences available in their customer data platform. The chosen traits captured prospects interested in cooking and baking and who intend to purchase a dishwasher.

The traits were activated as audiences for media activation across programmatic channels. The brand ran a series of concurrent campaigns to test the effectiveness of the custom segment against the home appliance brand's existing targeting strategy.

↓ 30% CPM