



Case Study 01

CATEGORY: ELECTRONIC GOODS

TIMING: Q1 2024

PLATFORM: SOCIAL - META

PUBLICIS ID

CHALLENGE

A new product launch within a limited time frame means mass awareness and quick momentum is mission critical.

Reaching as many potential new customers and existing brand fans can make or break product success, determining the future of its lifespan in store. This launch was no different. While garnering the attention of as many people as possible is important, finding those more likely to be interested and convert is paramount in driving client's ambitious business goals. The team was looking for new ways to reach new audiences in popular tried-and-true platforms.

PUBLICIS ID SOLUTION

Our Publicis ID addressable audience solution allows us to off-the-shelf audiences that are available within the tech giant's walled gardens and platforms.

Our teams can build bespoke addressable audiences from the ground up using data points most relevant to their strategic audiences. By empowering our planning and strategy teams to build their own activatable audiences we can get much closer to those high valued customers our clients are looking to reach.

THE RESULTS

Through Publicis ID our teams were able to create 2 highly sought after niche audience groups that the client could not target in platform previously. By including the Publicis ID segments within the overall social campaign, the client was able to grow the overall reach of the campaign and ultimately drove stronger engagement rates.

+49%

INCREASE REACH

+24%

STRONGER VCR
VS. BAU AUDIENCES

+330%

HIGHER SITE VISITS
VS. BAU AUDIENCES

+238%

HIGHER CONVERSION
ACTIONS VS. BAU
AUDIENCES



Case Study 02

CATEGORY: CPG

TIMING: Q4 2023

PLATFORM: SOCIAL - META

PUBLICIS ID

CHALLENGE

Holiday timing brings joy, festivities, and a cluttered advertising marketplace with brands of all categories fighting for share of voice and wallet. CPG brands, who advertise the majority of the year, feel the Holiday pressure as tactics need to go into overdrive to yield similar results experienced the other 9 months of the year. With full funnel strategies now in place, going beyond the impression to drive consideration KPIs and encourage in-store conversion is imperative.

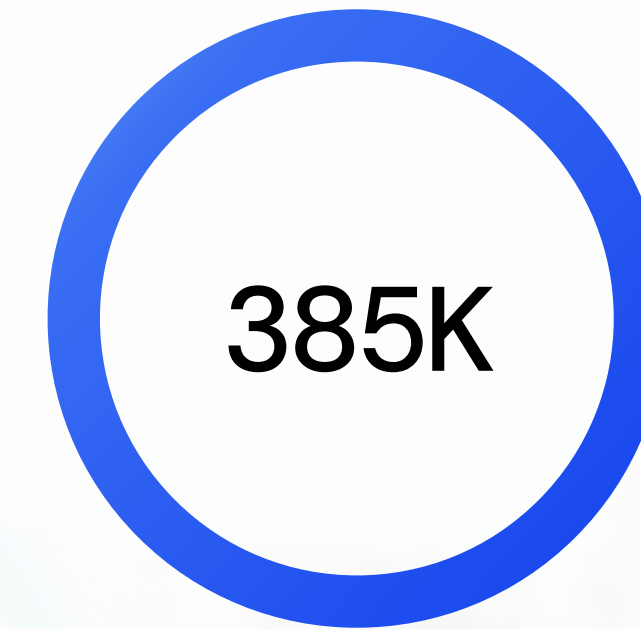
PUBLICIS ID SOLUTION

Our privacy compliant Publicis ID addressable audience solution allows our planners and buyers to custom build qualified target segments that can be leveraged across both social and programmatic digital platforms.

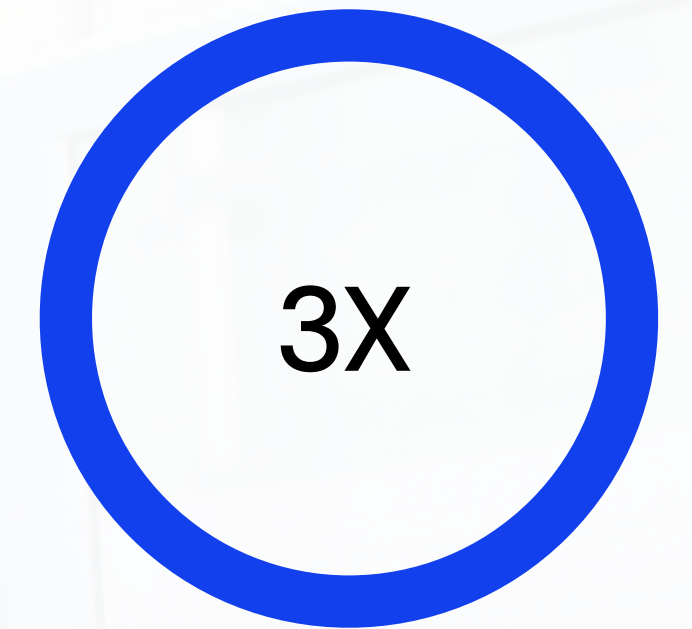
Publicis ID, created via a mix of credible Canadian survey based respondent level, geo-polygonal, transactional, and device ID data sources. This proprietary and unique identity graph allows us to hone in on our client's target audiences, resulting in finding net new audiences with stronger performance.

THE RESULTS

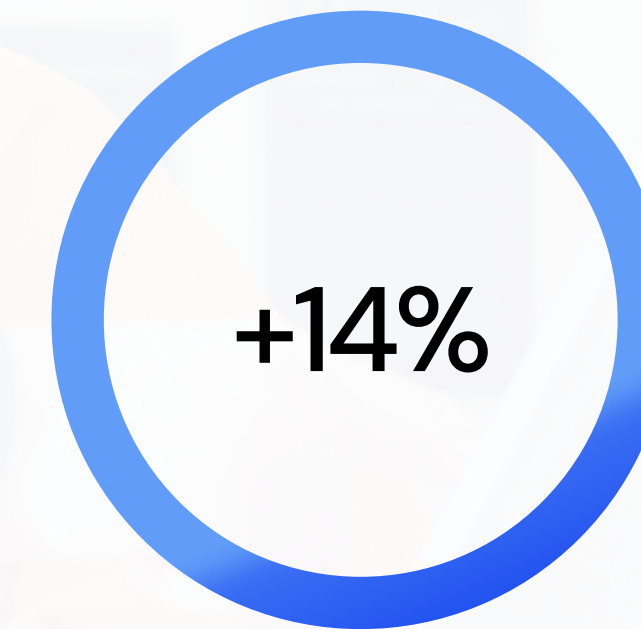
Through Publicis ID we were able to find an audience more likely to engage with the brand, resulting in stronger consideration KPIs at a time of year when consumers are inundated with advertising messages.



INCREMENTAL REACH



HIGHER ENGAGEMENT VIA CTR VS. BAU AUDIENCES



MORE EFFICIENT CPC VS. BAU AUDIENCES



STRONGER VCR VS. BAU AUDIENCES



Case Study 03

CATEGORY: RETAIL

TIMING: Q2 2024

PLATFORM: DV360 – OLV

PUBLICIS ID

CHALLENGE

With the Spring season comes weddings, proms, patios... and an excuse for a wardrobe reset. While there is no shortage of female focused fashion content to contextually target, it's not the same story in the men's department. Finding that right dapper gentleman to engage with our client's brand and encourage him to shop for his new look is key.

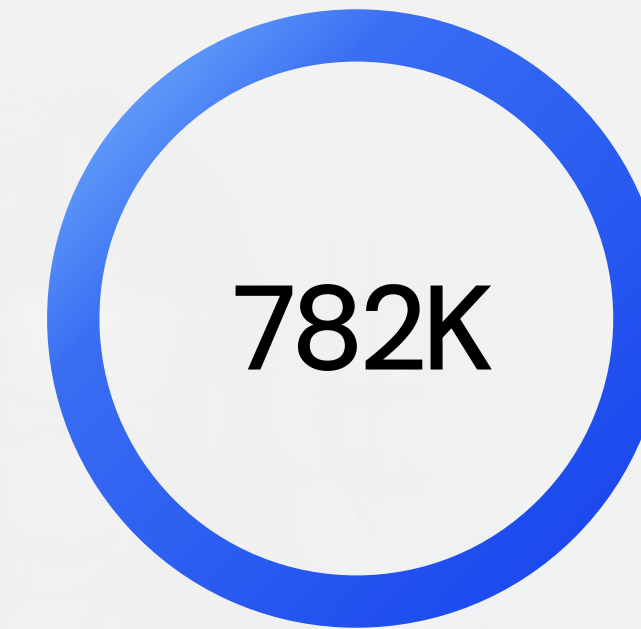
PUBLICIS ID SOLUTION

Through our privacy compliant Publicis ID addressable audience solution we harness the power to build bespoke audiences based on the exact attributes and target behaviours that make up our desired consumer.

The vast variety of transparent digital signals available to our planning and strategy teams to piece together is infinite, and the control lies completely in the hands of those who understand the strategy and target best. By layering the Canadian audience data points from our proprietary combination of datasets, our teams can craft segments most likely to engage with their client's brands. This results in finding net new audiences with stronger performance

THE RESULTS

Through Publicis ID we were able to find an audience more likely to engage with the brand, resulting in stronger engagement. By layering in the more qualified Publicis ID audience segments we were able to drive higher site traffic, critical to the bottom line success of our retail client



INCREMENTAL REACH



HIGHER ENGAGEMENT VIA CTR VS. BAU AUDIENCES