

## CASE STUDY

# Define & Connect Audiences with Digital Precision

How a media provider succeeded in targeting multicultural audiences with impactful advertising



## The Business Issue

A large media company, acting on behalf of their telecommunications client, wanted to create audience specific messaging and digital creative specific to Asian consumers (in their target audience's preferred language) for two new service packages.

## The Challenge

The media company could easily identify Asians based on basic demographics, but in order for their campaign to be successful, they wanted to understand their audience's acculturation and country of origin to develop the right mix of messages and creative (in language), to resonate with each specific Asian audience.

Using Asiacity™ CultureCodes they were able to understand the acculturation (country of origin, language preference and lifestyle drivers) of each audience. Upon identifying their precise targets, Geoscape Audientivity™, a cookie-free IP targeting solution, was applied to deliver customized digital campaigns to their devices.

Asiacity CultureCodes teamed with delivery using the Audientivity targeting platform provided the means to maintain a 1:1 targeting strategy and ensure the correct creative, (by language and country) was always served to the correct audience.

Several campaigns were run using a combination of video and display creative (for each audience segment) directly to their target's browser over the course of several weeks. Detailed performance was provided along the way to inform campaign adjustments throughout with very positive results.

## The Process

The approach to solving this challenge was simple.

### 1 Build Captive Audiences

The more you know about the digital footprint of the audiences you're engaging, the better you can deliver and communicate to them.

### 2 Advertise To Real People

With our ability to connect IP, Device ID and Physical Address, we can help avoid fraud from non-human and bot traffic and bid on impressions to your real target audience.

### 3 Match-back Results

With our connection to physical address, you can match and measure ROAS.

To succeed in one-to-one marketing at scale, you need to cut through the fraud to gain more value from impressions and get the right media to real audiences for real results.

## Performance and Insights

Overall, the digital ads performed 2-3x (times) above the industry average of 0.06% with a click through rate of 0.13%.

Generally speaking it's true that video creatives resonated best, and even more so with less acculturated audiences (AA4-AA5). However, the findings show the top performing creatives with the highest engagements depended greatly on the country origin, as well as the acculturation of the audience. One of the highest performing campaigns (0.32% CTR) was a display ad targeted to a mid-acculturated audience (AA3) in Vietnam. This knowledge helped inform further creative development for future campaigns.

### TOP PERFORMING CREATIVES

Campaign	Creative Type	Impressions	Clicks	CTR
Vietnam AA3 Video #1	30 Sec Video	1,021,737	2,177	0.21%
Vietnam AA3 Display #2	320x50 Display	292,558	929	0.32%
Vietnam AA4 Display #1	320x50 Display	68,424	161	0.24%
China AA2 Display #1	728x90 Display	82,329	172	0.21%
Filipino AA3 Video #2	30 Sec Video	46,035	111	0.24%

Additionally, the client was able to track engagement throughout the week by campaign and adjust their ad buys accordingly to minimize their advertising spend and maximize their ROAS.



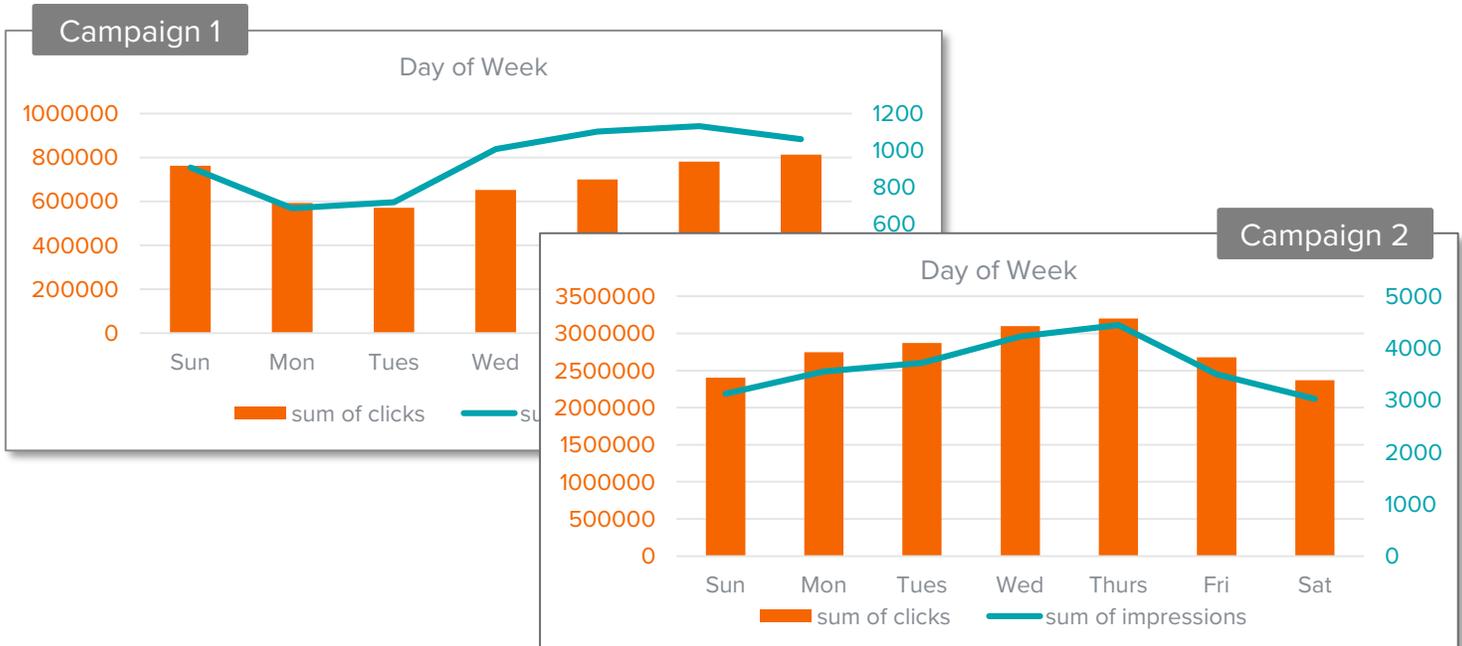
## Overall Click Through

Rate of **0.13%** (significantly above the 0.06% industry average for digital campaigns)

### The Results

Campaign 2 performed **3-4x above** the industry average, with the highest CTR's above 0.20%.

Placing *View Through Tracking Pixels* on campaign 2 increased engagement **4-7x** via view through conversions both post click and post view of an advertisement.



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