

CASE STUDY

Audi Denmark goes privacy-first with Unified Targeting

The Danish Digital Dystopia

With the delay of 3rd-party cookie deprecation, the industry will be hanging on to this identifier for a bit longer – at least until the urgency to go cookie-less kicks in again a few years from now. But the elephant in the room we don't like to talk about is that a large portion of internet users are no longer targetable via 3rd-party cookies today.

In Denmark user-level identifiability has dropped as low as 35% owing to high Safari market share coupled with one of the strictest interpretations of GDPR's consent collection rules. This presents an exacerbated view of the market dynamics we see in most countries today, making Denmark perfect as a sandbox to study the potential of cookie-less targeting strategies.

CHALLENGE

With only one third of Danish consumers targetable on the user-level, Audi Denmark saw competition intensifying over users considered to be in the market for a new car, as well as premium automotive and business-related content they were expected to be consuming.

Instead of bidding for fewer cookies at higher CPMs and shifting to highly demanded content, Audi sought to identify novel, future-proof targeting strategies to effectively navigate market changes with a privacy-first approach.



**OF DANISH CONSUMERS
ARE IDENTIFIABLE**

APPROACH

Audi Denmark embraced Semasio's Unified Targeting approach enabling them to seamlessly extend audiences to contextual targeting at the push of a button, in effect automatically adapting to any changes in user-level identifiability.



SOLUTION

Working alongside PHD Media Denmark, Audi Denmark ran two Unified Targeting test campaigns with Semasio.

CAMPAIGN 1

In Campaign 1 Audi targeted personae of the most likely buyers and excluded personae of the least likely buyers based on their typical media consumption patterns and socio-demographic characteristics, both on a user-level (audience targeting) and page-level (contextual targeting).



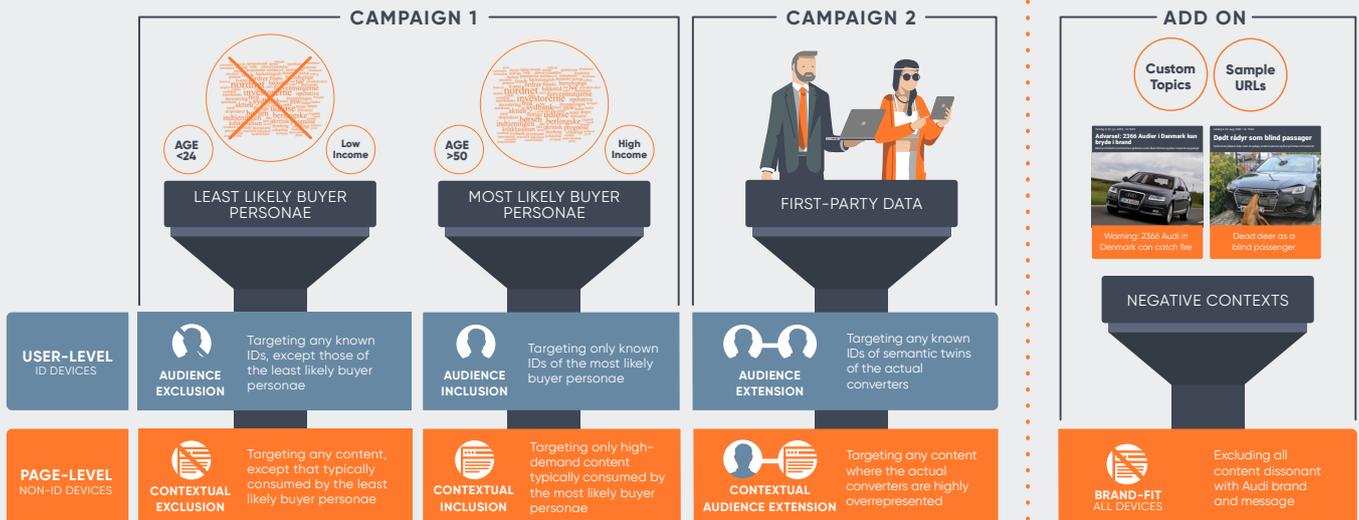
To compare Semasio's Audience and Contextual Inclusion and Exclusion approaches, equal spend was dedicated to each strategy, which were further split into identifiable and non-identifiable devices for mutual exclusion.

CAMPAIGN 2

In Campaign 2 Audi used its 1st-party data to model and target more users with similar semantic profiles to the actual converters. Additionally, these 1st-party audiences were projected onto contexts using Semasio's Contextual Audience Extension, which identifies sites and pages where the converters are greatly overrepresented.

To compare Audience Extension with Contextual Audience Extension, targeting strategies were again split into identifiable and non-identifiable devices.

A prerequisite for Audi Denmark was to have full control and transparency over the test campaigns, generating actionable insights and optimizing the bidding strategy at run time. For that reason, Campaign 2 was split into two phases enabling real-time optimization.



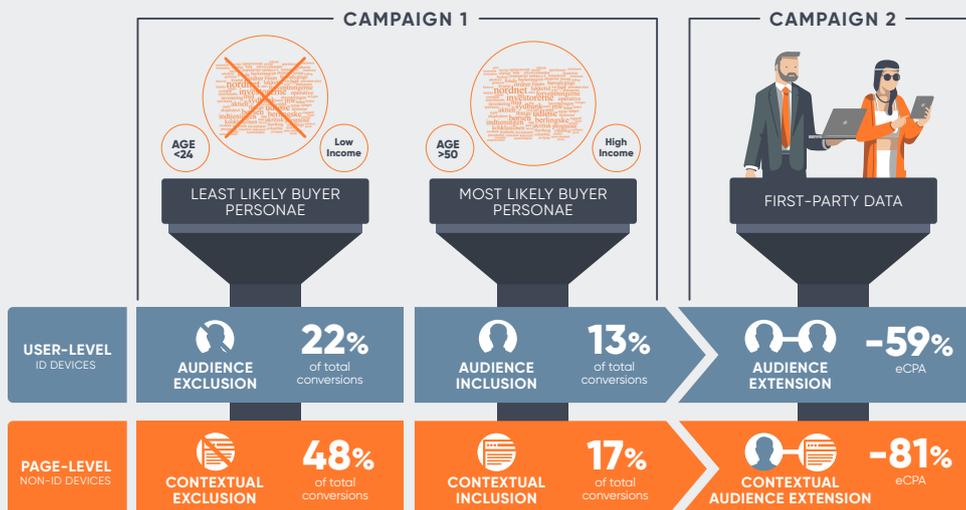
RESULTS

In Campaign 1, with equal spend on all four personae targeting strategies, Audi generated 70% of total conversions through the novel Audience and Contextual Exclusion of the least likely buyer personae.

In Campaign 2, both 1st-party-data based targeting strategies – the more traditional Audience Extension and the novel Contextual Audience Extension – outperformed inclusion strategies of the most likely buyer personae in Campaign 1, reducing eCPA by 59% and 81% respectively, and proving to be as effective as exclusion strategies.

Through both Unified Targeting campaigns, Audi Denmark has demonstrated that novel targeting strategies such as excluding consumers not in the market to buy a specific car model or least likely to purchase one is an effective, privacy-friendly way to reach new prospects and content not captured by more traditional targeting methods.

Additionally, seamless extension of available modelled 1st-party data to similar user profiles and content they have in common opened up net new pockets of value for reaching the most likely buyers.



The Unified Targeting test with Semasio forms the foundation for Audi going privacy-first. Audi Denmark is already preparing for the third campaign with PHD Media Denmark and Semasio to further optimize their targeting strategy and supercharge DSP-based CPA algorithms with audience and contextual extensions from Campaign 2.

In the meantime, Semasio is continuing to work on a Multi-ID Management capability that will allow its clients to extend user-level targeting capability beyond 3rd-party cookies and eliminate dependency on a specific identity solution. This way, post-cookie audience targeting and its contextual extension will continue to be integrated parts of data-driven digital marketing. In fact, these strategies will be even more sustainable, since user privacy will be at the heart of it.



The two test campaigns we ran with Semasio and PHD Media Denmark have improved our understanding of what it takes to be successful in the privacy-first era.

We have gained valuable insights into how we can continue to reach our target audience through future-proof intelligent media buying in the changing media landscape that will soon become a reality for advertisers worldwide.

Niklas Theakston
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 Audi Denmark



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