

Managing 1st, 2nd and 3rd party data on Data Management Platform

Case Study

Client: One of the largest
mountain resorts in CEE region

Convert Big Data
to Smart Data

Managing 1st, 2nd and 3rd party data on DMP

Case Study

Project Overview

Client wanted to better know customers who visit websites of the resorts and was looking for a partner who will promote four facilities in Central and Eastern Europe.

Challenge

Increase the number of reservations in four mountain resorts owned by Client.

Execution

- DMP OnAudience.com was used to analyse and integrate 1st, 2nd and 3rd party data during the conducted campaign. We analyzed profiles of users who visited all clients' websites, which allow us to identify a list of attributes of the best converting users and target them in upcoming campaigns.
- 2nd party data stored on our DMP was collected from publishers' and influencers digital properties. We could analyse profiles of the readers on our DMP, because of implemented pixels on pages with articles.
- By using DMP OnAudience.com, client got access to over 21 B user profiles from all over the world. Provided 3rd party data was used for targeting the right audience groups in paid advertising - remarketing and campaigns or creating look-alike segments.

Result

By using DMP, conducted campaigns could be targeted at precisely chosen audience groups. All data was collected on one, centralized platform, on which we analyzed results of the running campaigns. And thanks to analysis, conducted campaigns could be constantly optimized.

Selected results of the campaigns, are as follows:

234.80%

return of investment

26.62%

CTR in content marketing campaign

9.41%

conversion rate in content marketing campaign

Check how to use DMP in your company
Contact us: hello@onaudience.com