CASE STUDY

Mindshare reaches new audiences for Magnum ice cream via programmatic buying

ADVERTISER:
Unilever (Magnum)

METHOD:
Audience Targeting and Lookalike Modelling

AGENCY:
Mindshare

LOCATION:
Turkey

BRIEF

Unilever wanted to drive sales of Magnum ice cream via an online promotion – a chance to win a Maserati. Customers can use a unique code on each Magnum stick to enter a specially-created promotion form page.

APPROACH

- Unilever wanted to deliver a customised creative messaging tailored to specific audience personas for its Magnum promotion campaign
- Mindshare used programmatic advertising for the first time in a promotional campaign

EXECUTION

- Mindshare broadened the campaign reach by targeting different audience personas with customised creative messaging, in line with Unilever's "Precision Marketing Framework"
- Mindshare placed The Trade Desk pixels on the website to measure and optimize towards conversions
- The campaign adopted a full funnel approach with complex strategies tailored to target and retarget audiences based on their activities to drive users to sign up

RESULTS

- Through this programmatic campaign, Magnum was able to exceed their CPA KPI by 429%.
- With Audience Predictor, Unilever and Magnum were able to extend reach among users that are similar to their existing pool of converters. These insights can be leveraged on for future campaigns.
- Through the Magnum Maserati Promotion form page, Unilever was able to collect user information and their ice cream preference as declared by them in a survey that followed the form page

PROGRAMMATIC GARNERS AUDIENCE INSIGHTS

Through The Trade Desk's lookalike modelling tools, Magnum was able to garner insights on users who completed the Magnum promotion sign up form.

Sites: Premium Turkish display sites

Audiences:

Mothers   White Collar Workers   Sun Seeker

> *Through The Trade Desk we were able to achieve incremental reach and prospect for new customers. Additionally, we collected relevant data on users who converted, which is invaluable for informing the strategies of future campaigns.*

- Mindshare Turkey

AMPLIFYING SUCCESS WITH AUDIENCE PREDICTOR

Audience Predictor, The Trade Desk's automated lookalike modeling tool, achieved outstanding conversion rates:

- 43% of total conversions
- +288% ahead of Mindshare's CPA Goal

SUMMARY

- This campaign was the first time Magnum executed a promotion programmatically, using data driven tools in line with Unilever's 'precision marketing' framework.
- The campaign outperformed its overall CPA goal by 429%.
- Unilever garnered audience insights to inform future campaign strategies, while also collecting audience data for their own DMP.

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