

CASE STUDY

International beauty brand measures consumer actions seamlessly between online and offline

OmnicomMediaGroup
PROGRAMMATIC



OMGP helped drive event footfall for an international beauty brand with Audience Excluder™ and used Factual Measurement, The Trade Desk's integrated online-to-offline (O2O) measurement tool, to gain insights for greater investment efficiency.

Agency:

OMG Programmatic (OMGP)

Advertiser:

An international beauty brand

Buying Method:

Audience Excluder +
Factual Measurement

Goals

- Achieve a cost-effective CPM below HK\$25
- Extend measurement across digital and offline conversion
- Drive footfall to event locations

Approach

- Discovered relevant audience by using behavioral and contextual targeting
- Turned on Audience Excluder to focus spend on an audience likely to convert
- Used Factual Measurement to track in-store footfall

Results

- Outperformed the target CPM of HK\$25 with **68.7% lower CPM** (HK\$7.82)
- Successfully tracked 34.5K consumers to the event locations

Background & Challenges

OMGP's client, an international beauty brand, was going to launch three offline pop-up events in major areas of Hong Kong. OMGP was tasked to provide an innovative and results-driven solution to reach out to highly relevant audiences and drive footfall to the event with high investment efficiency (target CPM HK\$25).

This raised the question "how does OMGP know the investment is 'highly efficient' if they are not able to map and measure online effort with offline performance?"



Maximize every media dollar with Audience Excluder

To maximize client's media investment, OMGP segmented and focused their investment on audiences who showed higher conversion intent (especially those who had interacted with their campaigns previously) using The Trade Desk's Audience Excluder. This enables OMGP to discover and reach relevant, high intent audiences using behavioral and contextual targeting.

Empower future success with Factual Measurement O2O tracking tool

To ensure a sustainable partnership with their client, OMGP took a further step to expand campaign measurement from digital-only metrics to offline attribution using Factual Measurement provided by The Trade Desk. The measurement tool enables advertisers to attribute offline performance to its corresponding online campaign.

Moving forward, the international beauty brand can now review the offline conversion at a granular level — by site, day of week, etc. — and accumulate learnings and audience insight that empowers future investment decisions.

Successfully drove and measured event sites traffic

With the help of Audience Excluder on The Trade Desk platform, every media dollar has been effectively spent. CPM was greatly reduced by 68.7% (HK\$7.82), outperforming the original target of HK\$25.

In addition, by leveraging Factual Measurement, OMGP has expanded their measurement from digital to offline conversion, successfully tracked 34.5k retargetable audience with higher purchase intent.