

CASE STUDY



CLIENT	Unilever Thailand
AGENCY	Mindshare Thailand
OBJECTIVE	Drive awareness for Unilever’s Sunlight brand with a scalable and future-proofing audience-targeting solution
AUDIENCE	Home-care consumers in Thailand
METHOD	Unified ID 2.0 (UID2) audience targeting, over-the-top video, InMobi Pulse brand lift study

Unilever Thailand raises brand awareness by 16% through global-first phone number integration on Unified ID 2.0

RESULTS

30%
lower CPCV than other targeting strategies

16%
increase in brand awareness

1.9x
higher click-through rate than second-party data targeting



TESTIMONIAL

“Unilever’s partnership with The Trade Desk has been transformative, enabling us to pioneer a new audience-targeting era in Thailand and Southeast Asia. The success of our campaigns using the cutting-edge Unified ID 2.0 solution showcases our adaptability in the post-cookie landscape. It also reaffirms our commitment to innovative marketing strategies that drive brand engagement and privacy-conscious consumer connections.”

Nidarat Uraierprasert
Digital Marketing, Media, eCommerce and Data Lead, Unilever Homecare Southeast Asia

THE CHALLENGE

Future-proofing audience targeting for the post-cookie era

For over two decades, third-party cookies have been the primary method for driving relevance in online advertising, determining how the internet operates and pays for itself. But with Google phasing out third-party cookies on its Chrome browser, cookies are quickly being rendered obsolete.

In preparation for this, Unilever Thailand was looking to future-proof its audience-targeting strategy for its brands. They also wanted to raise awareness of their Sunlight-branded dishwashing detergent among home-care consumers in Thailand.

The company needed to adopt a scalable and effective solution, especially for using phone numbers, which account for a large portion of its CRM data. Unilever engaged us and its media agency, Mindshare Thailand, to help design and execute a global-first campaign of UID2 audience-targeting with phone numbers and email addresses.

THE SOLUTION

Testing UID2 against traditional audience-targeting strategies

UID2 is an identity solution that can allow advertisers to create unique, pseudonymous identifiers built from hashed and salted email addresses or phone numbers, as well as to achieve greater audience-targeting precision in a privacy-conscious manner. For Unilever, UID2 extended its reach of high-intent audiences efficiently across various devices and channels, especially with some of its preferred over-the-top publishers who have integrated with UID2 and have a significant amount of phone number data.

The UID2 audience-targeting campaign for Unilever’s Sunlight brand embraced the challenges of the impending post-cookie era, blending technological innovation with strategic marketing insights. For the first time globally, phone numbers were integrated into a UID2 audience-targeting campaign, and a brand lift study (BLS) was used to measure its performance.

THE RESULTS

Higher audience engagement, bigger brand impact, and more cost-efficiency

To test UID2’s effectiveness in helping to maximize cost savings and reach, the campaign team implemented two new audience-targeting strategies with UID2. One involved targeting Unilever’s CRM data, and the other utilized lookalike audience modelling to target audiences who were similar to Unilever’s customers. These strategies were then measured and compared against Unilever’s traditional audience-targeting methods, including second-party data from publishers, cookies, and device IDs.

Metrics like click-through rate (CTR), cost per completed view (CPCV), video completion rate (VCR), and brand impact through InMobi Pulse BLS were measured.

The results showed greater cost-efficiency and increased consumer engagement, where UID2 (CRM) targeting outperformed other targeting strategies in key performance metrics and brand impact. The campaign achieved:

METRICS	RESULTS
Cost-efficiency - CPCV	30% lower CPCV than other strategies
User engagement - CTR	1.9x higher click-through rate than second-party data targeting
Brand impact - awareness	16% increase in brand awareness

Another significant discovery for Unilever with large phone number datasets was the effectiveness of targeting audience segments using phone numbers. The global-first targeting on phone numbers outperformed email addresses with 13% higher viewability, and 2% higher VCR. Furthermore, the UID2 lookalike modelling strategy achieved the campaign’s VCR goal of 93%.

As the first company to execute UID2 campaigns within the Thai market and successfully pioneer them for Unilever in Southeast Asia, Unilever has decided to implement UID2 audience targeting as an always-on strategy for future campaigns on our platform in Thailand. The impressive results have also compelled Unilever to use UID2 audience targeting in other Southeast Asian markets in 2024.

With Unilever’s forward-thinking approach and vast amount of high-quality CRM data, the company is well positioned for success in the post-cookie era.

Please contact [The Trade Desk](#) if you are interested in learning how to use UID2 in your next campaign to stay ahead of cookie deprecation.