



**dynata™**

**by MEDIABRANDS**

# IPG Mediabrands created **High Value Audiences** and **boosted Ad Performance** with Dynata's Audience Activation Solution

## THE CHALLENGE

Achieve superior CTR performance and deliver business results to their client.

IPG Mediabrands, part of the publicly traded IPG, one of the "Big Four" advertising agencies, was supporting a leading global technology brand with its challenge to reach their target audience and drive purchase consideration at scale.

Goal was to achieve superior CPEV and CTR performance relative to contextual audience benchmarks and deliver business results to their client.

## THE SOLUTION

Transform marketing research data into a High Value Audience.

By leveraging Dynata's Audience Activation Solution, IPG Mediabrands was able to combine marketing research results from an audience segmentation study they ran with Dynata with their own proprietary data and bidding signals and seamlessly transform it into a High Value Audience ready for bidding, tailored for its client product and goals, modeled to achieve massive reach and optimized to drive business outcomes.

## THE IMPACT

By using Dynata's Audience Activation, IPG Mediabrands enabled its technology client to outperform benchmarks.

The A/B testing and Brand lift demonstrated the high value audience superior performance than both control group and Google Affinity audiences.

By using Dynata's Audience Activation, IPG Mediabrands enabled its technology client to outperform benchmarks across numerous key performance indicators, including:

**↑12%**

More conversions

**↓41%**

Decrease in cost per engaged visitor



Superior performance on all brand health metrics



“Our partnership with Dynata gave us the ability to rebuild our client’s segmentation within our own PII-based data stack, with bespoke variables. This gave us the ability to reach our high value audiences with relevant branded comms, which in turn lead to positive performance against our BAU - a testament to Dynata’s role in precision targeting”

**George McMahon,**  
*Data Strategy Director*  
*at UM EMEA*

#### WHY DYNATA

70 million consumers and business professionals profiled

With a global panel of 70 million consumers and business professionals profiled against 2,700 attributes, Dynata is uniquely positioned to enable you to create tailored and scalable audiences, that deliver superior media effectiveness to your clients.

**Accelerate Your Marketing Success with Dynata.**

Contact Dynata today



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