

KANTAR MEDIA

IDFree targeting

Kantar Media Denmark
Case Library

Berit Puggaard



Overall conclusions

1.

Kantar direct activation works – CPC are lower when compared to other targeting offers and CTR likewise outperforms other alternatives

2.

Overall **High Impact** formats by use of Kantar direct IDFree activation performs better than any cookie-based solution

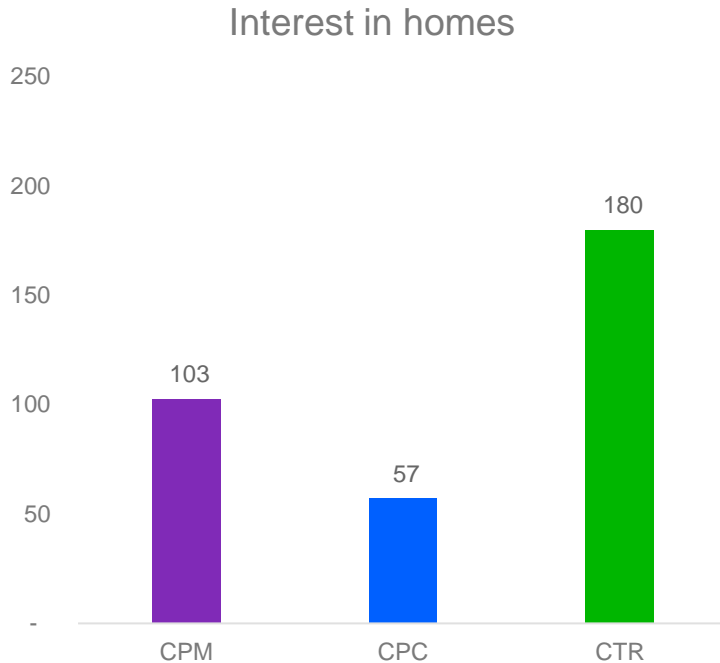
3.

Use of more specific audience definitions created in TGI outperforms any other audience selection option (geo- or cookie-based) – for both **Display** and **High Impact**

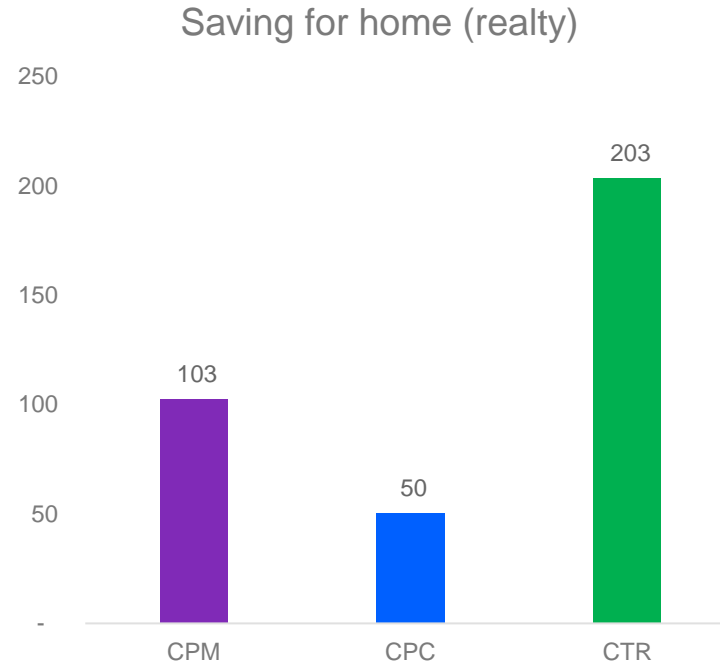
When activation works really well with use of TGI (**DISPLAY CAMPAIGNS**)

The closer to the actual audiences in defining the audiences the better

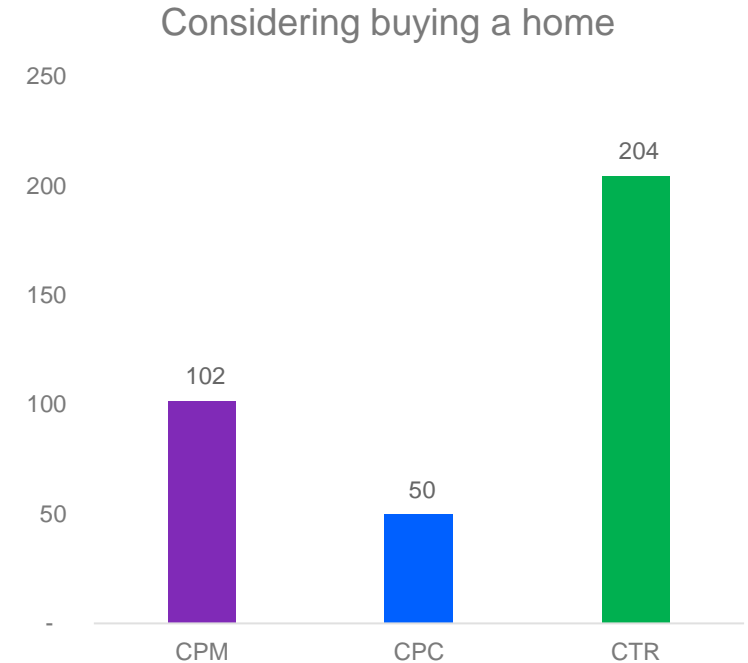
TGI: 25-55 and very/somewhat interested in realty market



TGI: 25-55 and has or considers a savings account for realty



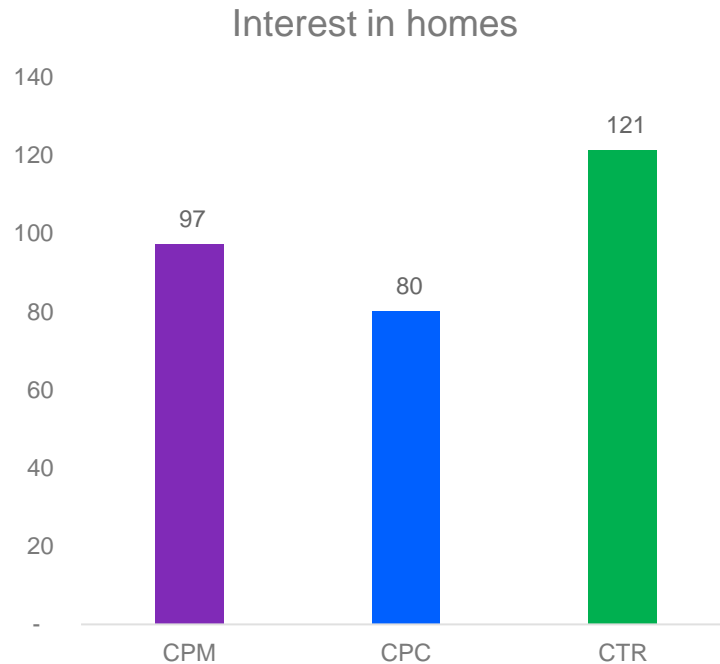
TGI: 25-55 and considers buying realty or asking for a mortgage



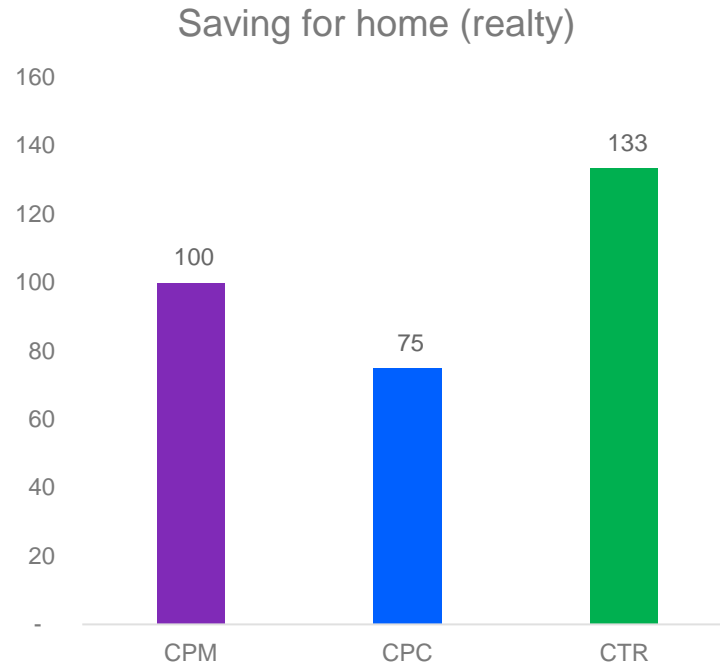
When activation works really well with use of TGI (**HIGH IMPACT CAMPAIGNS**)

The closer to the actual audiences in defining the audiences the better

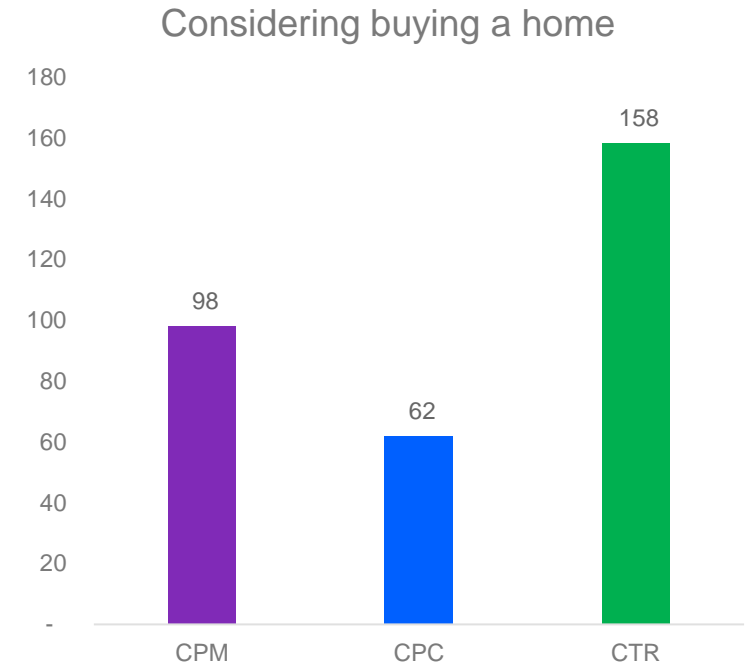
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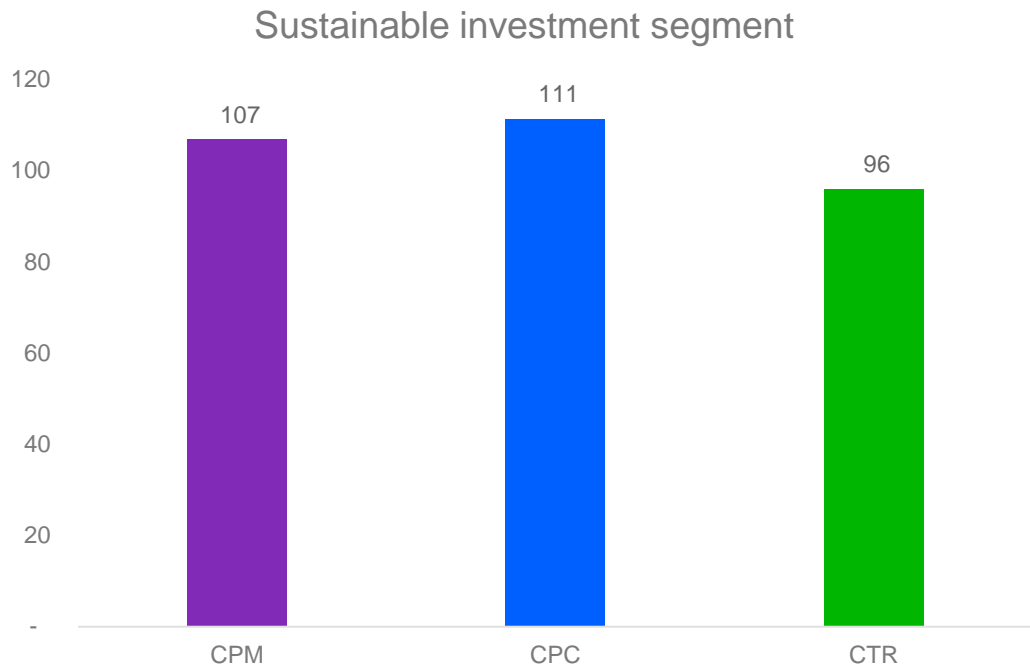
TGI: 25-55 and considers buying realty or asking for a mortgage



Campaigns that work ok, but could be improved with better use of TGI data

IDFree provider performance compared to cookie-based (high impact)

Always buys environmentally friendly products or very/somewhat interested in environmental/pollution issues



Improvement:

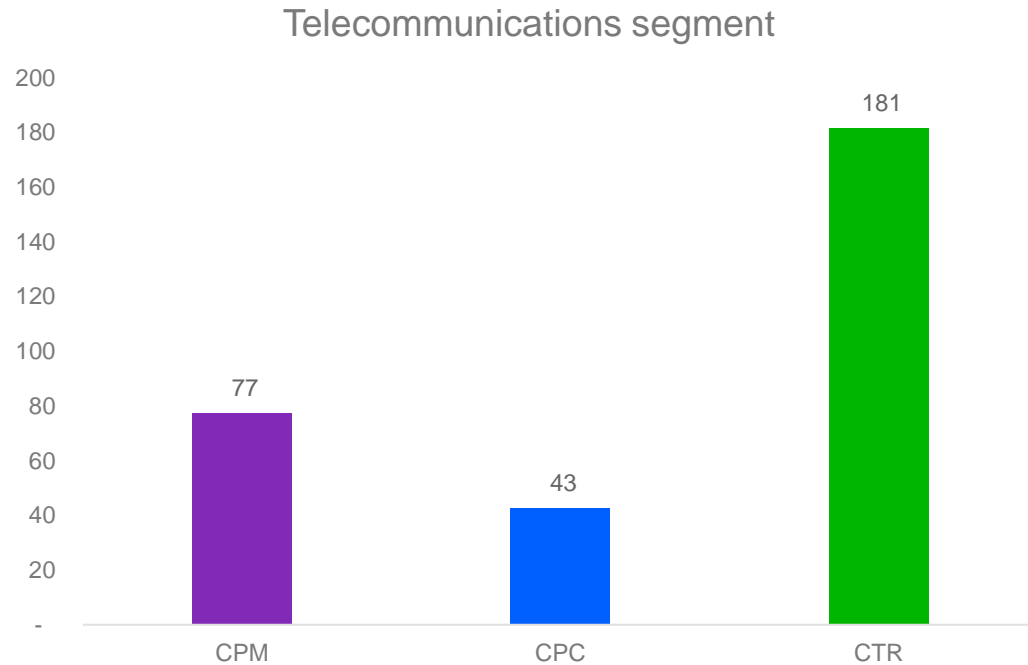
As this audience was to be used for a bank, the definition of the audience could have been improved by sharpening it by amending a variable about investments in general – either as an interest, an action or something about available funds and/or occupation.

The way it was defined would include 54% of the Danish population – obviously rendering the audience too broad.

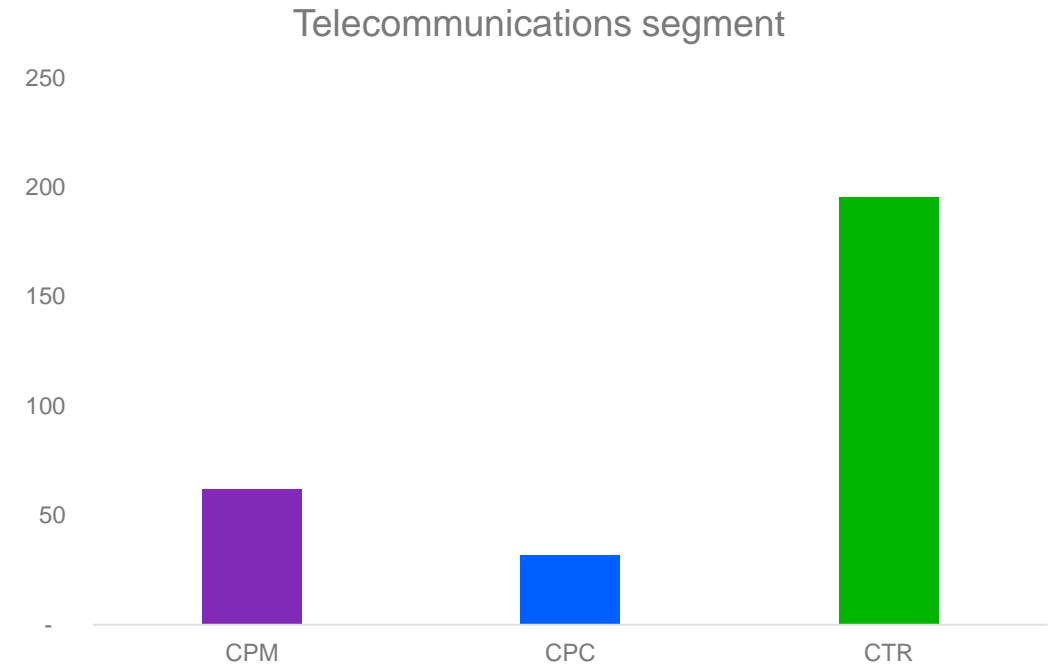
Telecommunications campaign delivering significant performance lift

IDFree provider performance compared to other targeting forms (Display campaign)

Comparison to cookie-based targeting



Comparison to targeting via other geo providers



If you would like to know more, please contact us.



Berit Juul Puggaard – Director, Media, Denmark

Berit.Puggaard@kantar.com, +45 23205457

Berit has worked with market research for more than 25 years. With starting point in Index Danmark/Gallup and custom-made projects. Berit has serviced the Danish media sector with in-depth analysis of the Danish media market.

Berit holds a master's degree in media science and is educated in digital marketing via Google's Squared Online course.



Sven Nakotte – Senior Client Director, Media, Denmark

Sven.Nakotte@kantar.com, +45 60433220

Sven has worked in the media industry for more than 18 years, 8+ years at Disney, 2+ years at Viaplay Group and 5+ years at media agencies in Germany and Denmark, has done media auditing and worked at Denmark's biggest publisher JP| Politikens hus.

Sven holds an MBA from UK, and a master's degree in communication science, has studied business (HD) at CBS and is an educated technician.