Mercedes-benz Audience marketplace

AMMA 2023

by Kevin Rollier

Needs

Preventing ad fatigue

Audience profiling

Data driven decisions

Future proof

pHd Make the Leap
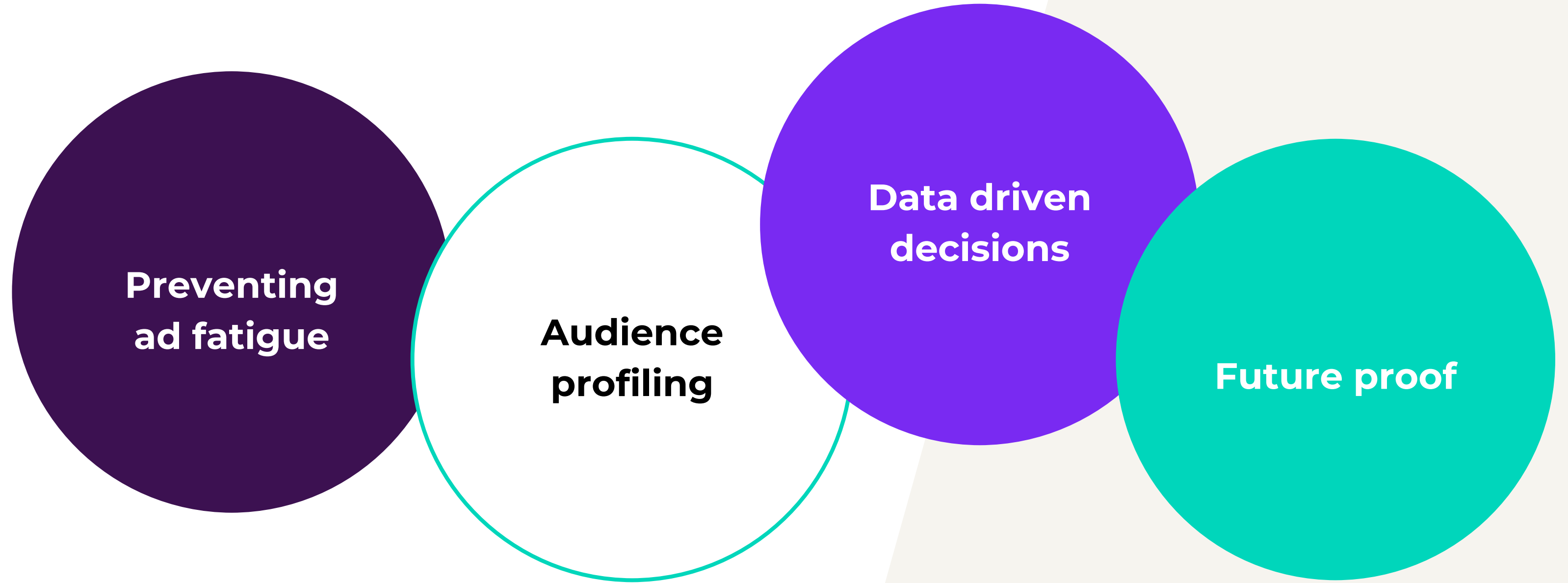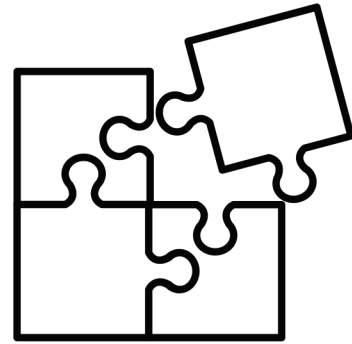
the 5-s capability assessment for data partners

1. **Source**
2. **Scale**
3. **Segmentation**
4. **Specification**
5. **Standards**
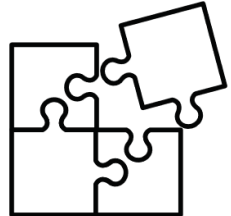
Data partners review

INTEGRITY

COMPLETENESS

ACCURACY

USE CASES

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This led to the following partners

INTEGRITY **COMPLETENESS** **ACCURACY** **USE CASES**
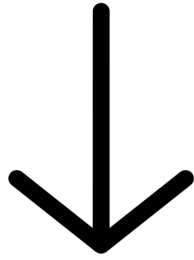
LOTAME PANORAMA™ ID

SEEDTAG

captify®

Google Marketing Platform

The framework to success

DISCOVERY / AWARENESS

EXPLORATION / CONSIDERATION

ENTRANCE / PURCHASE

PERSONA AUDIENCES
From model specific COPS to brand audiences

LUXURY AUDIENCES
Using audiences defined within the Luxury Marketplace

INTENDERS LOOK ALIKE MODELING (UPPER FUNNEL)
Similar audiences based on website visits (w/EXCLUSIONS)

COMPETITOR AUDIENCES
Users with affinity and/or interest with key competitors

PURCHASE INTEREST LOOK ALIKE MODELING (LOWER FUNNEL)
Similar audiences based on website visits (w/EXCLUSIONS)

IN-MARKET AUDIENCES
Users with affinity and/or interest with key competitors

RETARGETING
Retargeting OneWeb & DCP Use Cases

2nd / 3rd Party Data

1st Party Data

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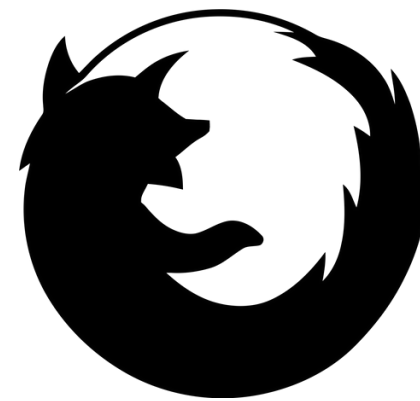# Strong results, happy client

+20%
Increase in new users and done sessions

+22%
More car configurations & 3% more test drives booked

+95%
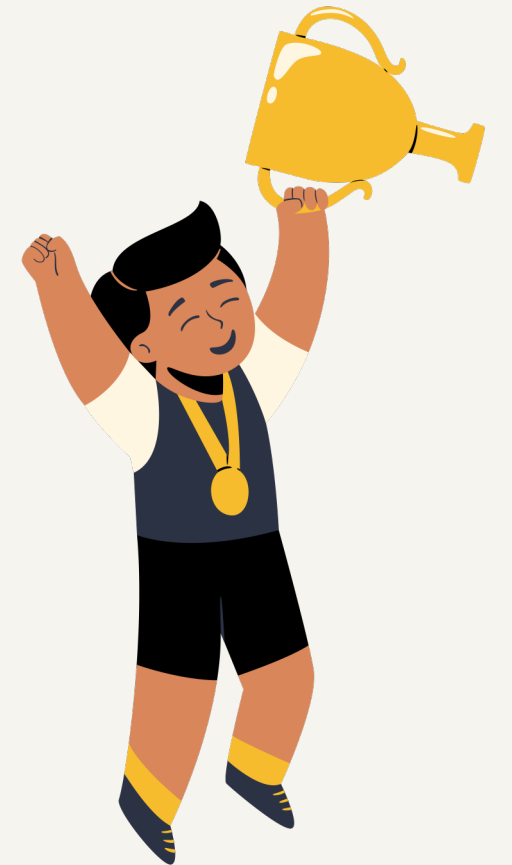Increase on retargeting delivery on Safari/Firefox

+56%
More users showing an intent to purchase a car

Why an AMMA?

We walk the talk and connect the dots

We created a unique 360° media strategy solution in Belgium

Everybody wins with this approach

" Without data you're just another person with an opinion"

W. Edwards Deming

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Thank you