NESCAFÉ Dolce Gusto

UM

Coffee
NESCAFÉ
Dolce
Gusto
Click PLAY to see the ad

“YOUR COFFEE SHOP AT HOME”

INCREASE SYSTEM AWARENESS & CONSIDERATION
THROUH CUP QUALITY (VARIETY & CONVENIENCE)

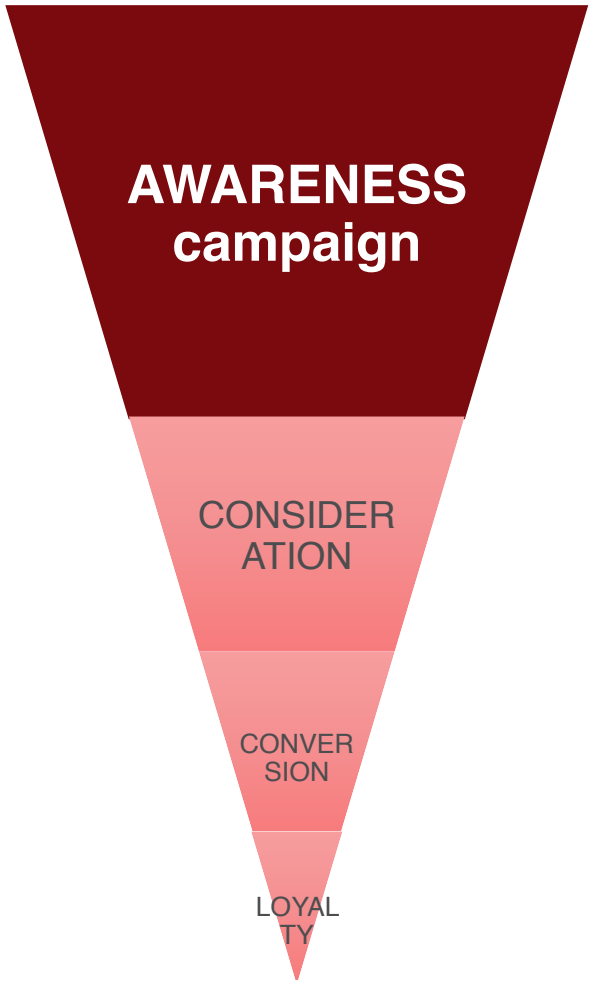
GOAL

ACTIVATE AND ANALYSE NESTLE COFFEE CRM DATA IN A HIGHLY PROTECTED PRIVACY-FIRST MANNER

HOW

ONLINE VIDEO FORMAT ON DPG, TARGETING NESTLE COFFEE USERS + LOOKALIKES ON DPG VIA DCR

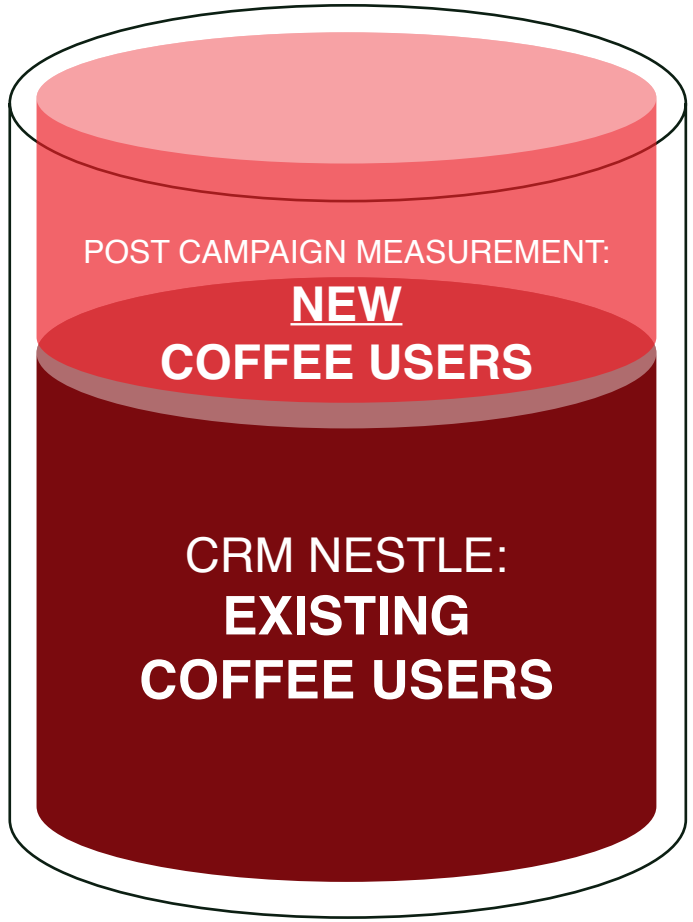
STRATEGY

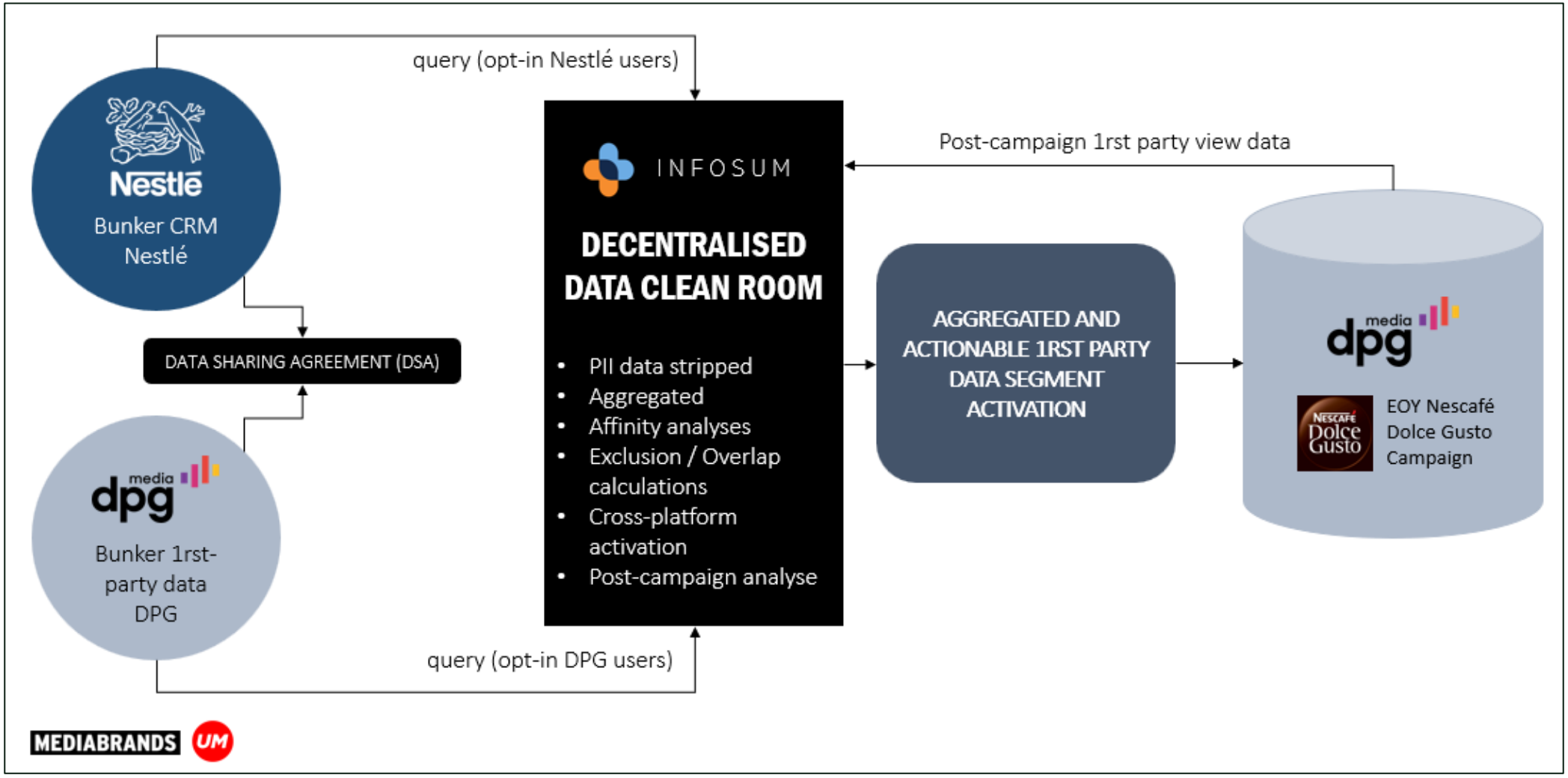


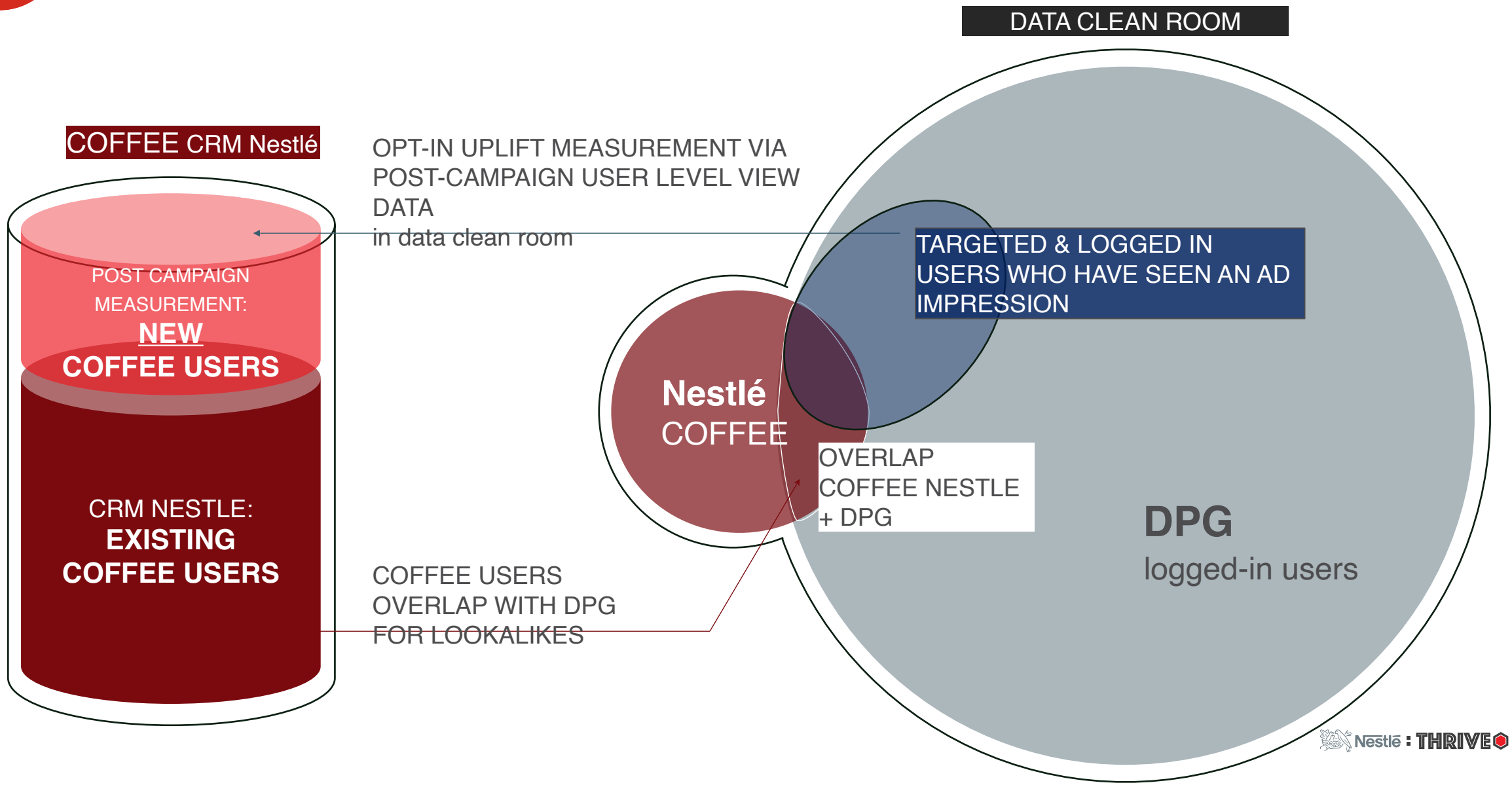
CAMPAIGN SETUP

- Awareness campaign
- DPG, 15s video format
- Duration 4 weeks (EOY)
- 1rst p data activation
- Post-campaign 1rst p data push back for incremental CRM measurement

COFFEE CRM Nestlé



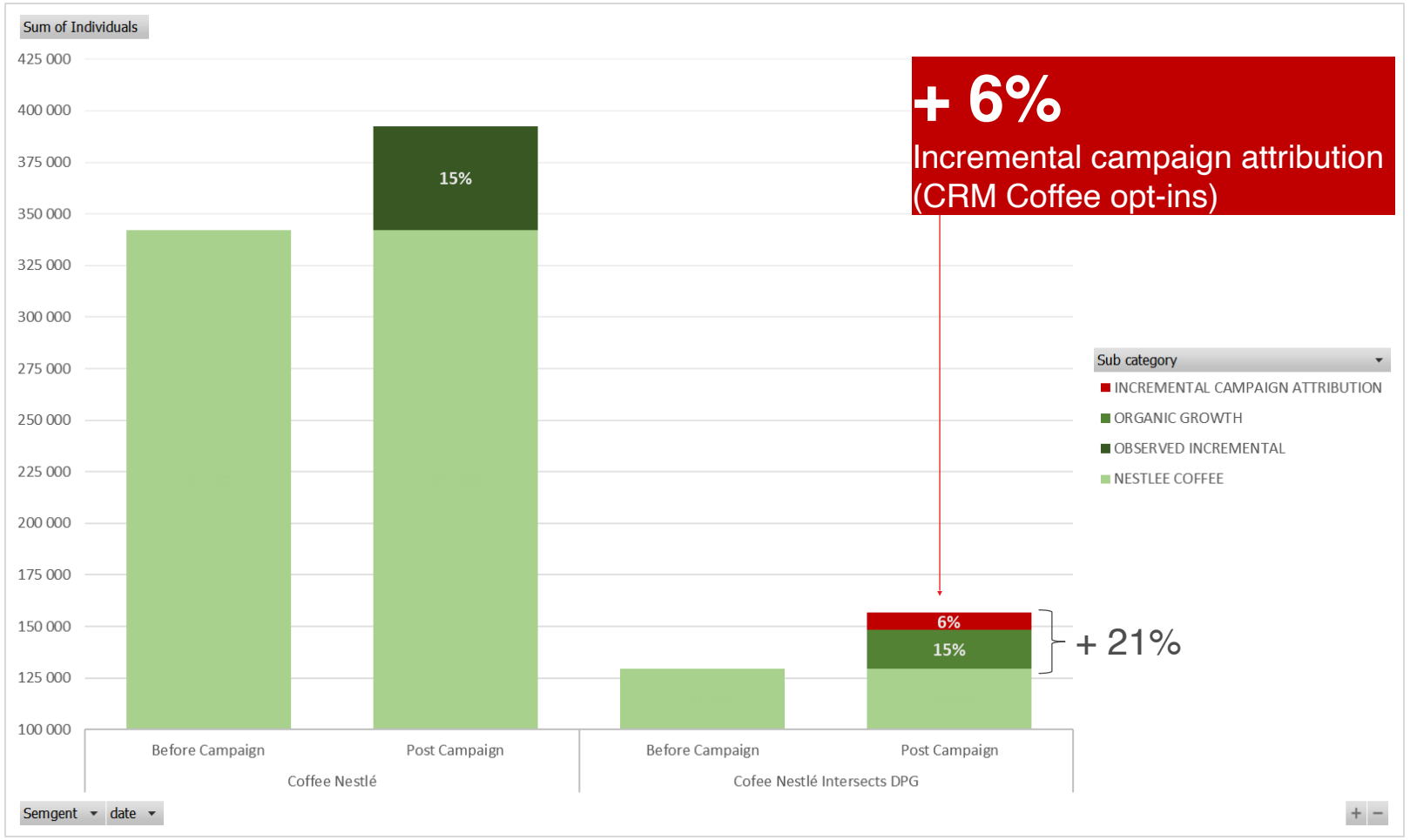

query (opt-in Nestlé users)
Nestlé
Bunker CRM Nestlé
DATA SHARING AGREEMENT (DSA)
media dpg
Bunker 1rst-party data DPG
query (opt-in DPG users)
INFOSUM
DECENTRALISED DATA CLEAN ROOM
PII data stripped
Aggregated
Affinity analyses
Exclusion / Overlap calculations
Cross-platform activation
Post-campaign analyse
Post-campaign 1rst party view data
AGGREGATED AND ACTIONABLE 1RST PARTY DATA SEGMENT ACTIVATION
media dpg
Nescafé Dolce Gusto
EOY Nescafé Dolce Gusto Campaign
MEDIABRANDS UM


DATA CLEAN ROOM
COFFEE CRM Nestlé
OPT-IN UPLIFT MEASUREMENT VIA POST-CAMPAIGN USER LEVEL VIEW DATA
in data clean room
POST CAMPAIGN MEASUREMENT:
NEW
COFFEE USERS
CRM NESTLE:
EXISTING
COFFEE USERS
TARGETED & LOGGED IN
USERS WHO HAVE SEEN AN AD IMPRESSION
Nestlé
COFFEE
OVERLAP
COFFEE NESTLE
+ DPG
DPG
logged-in users
COFFEE USERS
OVERLAP WITH DPG
FOR LOOKALIKES

CRM EXPANSION RESULTS :

After this brief campaign, we were able to prove the increase of Nestlé's coffee category in their CRM with **15%**.

When looking at the intersection between DPG and Nestlé in the data clean room, we see a **21%** post-campaign increase for Nestlé coffee, **of which 6% is directly attributed to Nestlé's new coffee users who actually viewed the ad on DPG during this timeframe** (not including already existing clients).



« SIMPLE » & STRAIGHT FORWARD CAMPAIGN…

- Simple awareness campaign
- Simple Digital Video format
- Programmatic buy

THAT ACTIONS NEW TECHNOLOGY ANSWERING COOKIELESS WORLD & REGULATIONS CHALLENGES…

- Infosum Data Clean room
- Advertiser & Publisher(s) data bunkers
- Enables to activate CRM audiences and expand it via a secured environment (DCR).
- With benefits for both parties

PROVIDING DEEP AUDIENCE INSIGHTS…

- Thanks to Infosum Data Clean room technology & our Data Scientists
- As thanks to DPG publisher full collaboration
- Driving our targeting options in campaign

AND SETS UP NEW (SET OF) KEY PERFORMANCE INDICATORS

- CRM KPI's first (Optin's uplift) before Media KPI's (CPV, Completed views,…)
- Leading to FISRT RESULTS & BENCHMARK expression, paving the road for the future (extend to multiple publishers, extend to other types of campaign,…)

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