

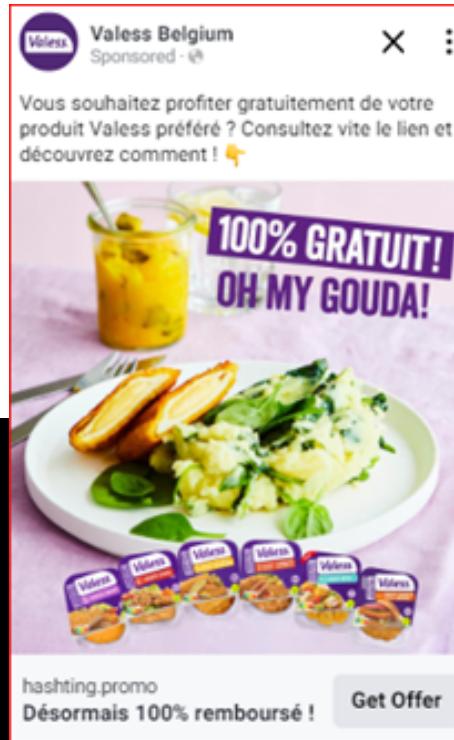
**Trial boost
thanks to
mPrecision data**



Vales[®]

Wavemaker[•]

The Campaign



Hashting.

Trial campaign through product payback

Requests via **Hashting** platform,
allowing for tracking

The Context



**FrieslandCampina
typically goes for
broad reach
(Byron Sharp)**

**New brand in niche
but competitive
segment**

**Product is only
available at Delhaize
and Carrefour**

**We decided to challenge our client,
knowing accurate targeting would be crucial**


The Insight



13x

more likely to buy
when strong bias
towards a product

Source: Wavemaker Momentum study 2018 – 2023, 553K respondents

A young girl with braids is feeding a tomato to her father in a kitchen. They are both smiling and looking at each other. The kitchen is bright and has shelves with jars and a potted plant in the background. There are various vegetables like carrots, cucumbers, and bell peppers on the counter in the foreground.

The challenge

Many targeting solutions via global online platforms, but not always very transparent and no purchase or detailed product interest and preference data available

The Solution



CONSUMER AUDIENCES

- Socio demographics
- Archetypes
- Hobbies & interests
- Financial HH situation



- *Rather upscale (SC 1-4)*



MEDIA AUDIENCES

- Media consumption
- Media segments



BRAND AUDIENCES

- Penetration, loyalty and consideration for 150 brands
- Category involvement



- *Weekly Delhaize & Carrefour shoppers*
- *Veggie products consumers*

Proprietary online cookieless targeting solution

Research data connected to media platforms (including walled gardens) to enhance targeting possibilities.

Data segments are injected via a hashed email approach and scaled via a LAL approach.

A wide sample size (N= 25.000) and range of targeting possibilities.

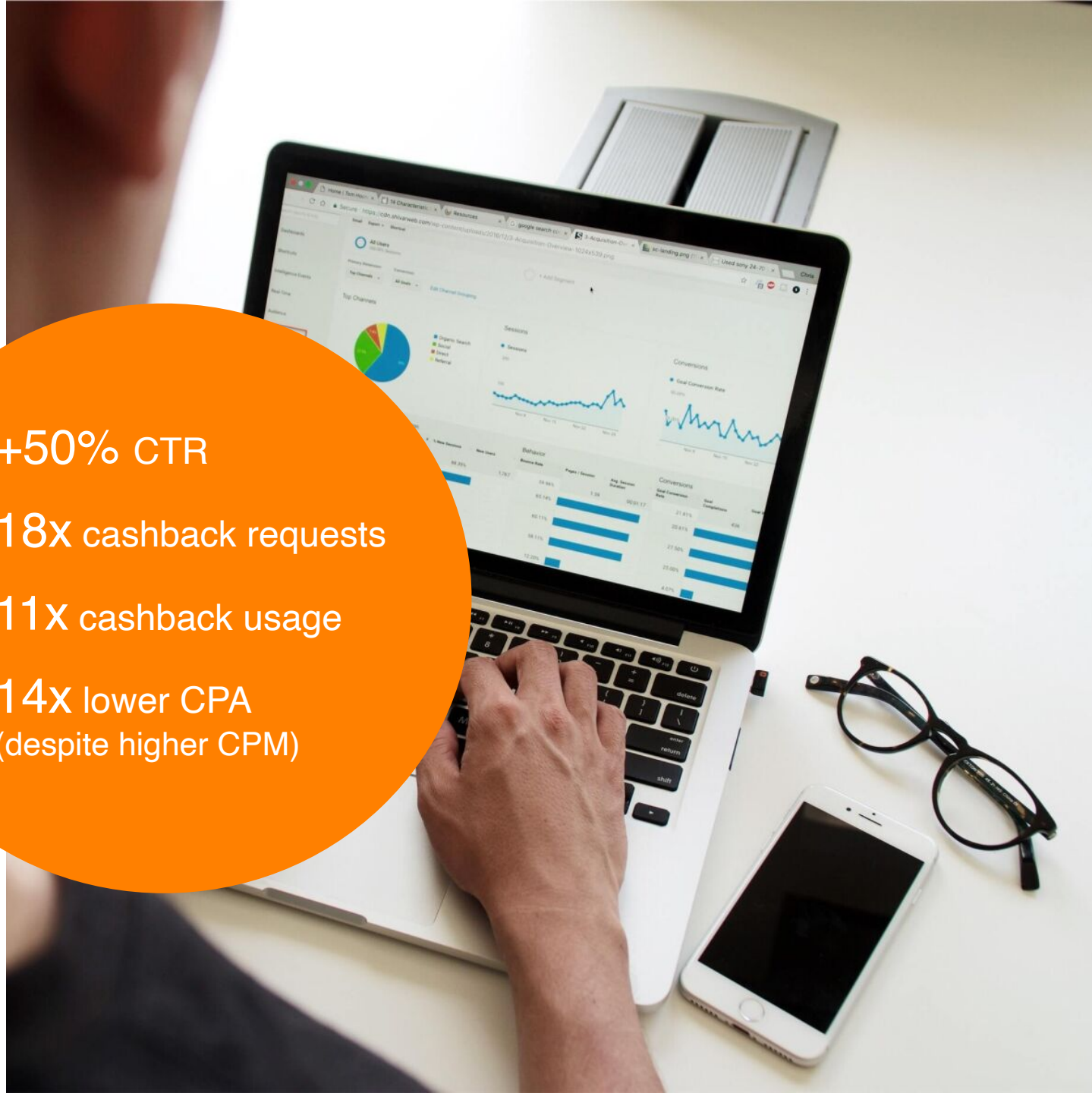
The results

Rigorous A/B test showed clear uplift for mPrecision vs Broad target



Reaching the right audience was clearly more effective and efficient despite the higher media cost.

- +50% CTR
- 18X cashback requests
- 11X cashback usage
- 14X lower CPA (despite higher CPM)



The reason why we deserve an AMMA

**Exceptional performances thanks to smart data
use**

**Combination of smart tooling,
relevant targeting and rigorous testing**

**Clear value of locally developed tool
vs global solutions**



Wavemaker