

CASE STUDY

Success in Short: Target Australia drives sales and future-proofs the brand with innovative first-party data solution

66%

higher conversion rate than third-party audience targeting

36%

reduction in cost-per-acquisition than third-party audience targeting

THE CHALLENGE

Target Australia was looking to grow their business but during such difficult economic times, they needed to find an innovative way of reaching new audiences with cost efficiency.

THE SOLUTION

Target Australia turned to their agency OMD and us, The Trade Desk, to create a solution. This came in the form of first-party data and Unified ID 2.0 (UID2). OMD worked with us to onboard Target's first-party CRM audiences into our demand-side platform and use them to create lookalike audiences for likely shoppers. Layering on Audience Predictor helped to expand these lookalike audiences further to reach a more qualified target group. Leveraging UID2 for this campaign reduced the reliance on third-party data to help future-proof Target for a cookie-less future.

THE RESULTS

The results speak for themselves with the campaign driving a 66% higher conversion rate at a 36% reduction in cost-per-action than third-party audience targeting. OMD and Target plan to further the success seen in this campaign by continuing to leverage first-party audience and UID2 during this time of cookie deprecation.

DATE	REGION	VERTICAL	PRODUCT	CLIENT	AGENCY
Q2-Q3 2023	AUSTRALIA	RETAIL	UID2	TARGET	OMD



“Leveraging UID2 allows us to stop an over reliance on third-party data and focus on utilizing Target’s first-party data, which sets us up to better future-proof moving forward.”

– Kate Long, Activation Director, OMD Australia

Fill out [this form](#) to contact us to learn how to leverage first-party data to future-proof your brand for a cookie-less future.