

FairPrice Singapore prepares for a cookieless future and drives stellar results with Unified ID 2.0

CASE STUDY

Advertiser 

Methods Unified ID 2.0, Identity Alliance, lookalike audience strategy



A FUTURE-PROOF IDENTITY SOLUTION FOR AUDIENCE TARGETING

FairPrice Group holds more than 60 percent of Singapore's grocery market share with more than 570 outlets across its FairPrice, Cheers, and Unity brands. As the country's largest grocery retailer, they have access to over 90 percent of Singapore's households, including over 2.3 million loyalty customers and 1.1 million monthly active app users.

FairPrice faced a two-fold challenge. First, they needed to increase sales by extending reach and strengthening conversion rates. Second, with third-party cookies set to be phased out, FairPrice wanted a new, future-proof alternative for audience targeting that would also improve the performance of their campaigns. The group turned to The Trade Desk for help.

A NEW WAY TO TARGET AUDIENCES WITHOUT COMPROMISING PRIVACY

Always with an eye on campaign performance and innovation, FairPrice was particularly attracted by the prospect of leveraging their valuable first-party data — including their huge loyalty program data set — to drive precision targeting and media efficiency.

Unified ID 2.0 (UID2) solution was a perfect match for their situation. UID2 is an open source, identity framework for advertisers and publishers that also gives consumers far greater control of their data and privacy compared to third-party cookies. Advertisers can create a unique pseudonymous, anonymous UID2 identifier built from hashed and encrypted email addresses, allowing them to maintain current media strategies without the use of cookies. UID2 extends across the fastest growing channels on the open internet and a variety of devices, including websites, mobile apps, and streaming platforms that are integrated with UID2.

With UID2 identified as a great option, the next step was for The Trade Desk to put together a holistic reach and conversion strategy, to take full advantage of FairPrice's valuable first-party data.

A TEST USING TWO DIFFERENT ONBOARDING METHODS — DEVICE IDS/MOBILE AD IDS AND UID2

The Trade Desk team worked with FairPrice to activate UID2 for their Deepavali campaign. The campaign aimed to target past Deepavali purchasers as well as increase awareness and association of FairPrice being the grocer of choice for Deepavali goodies in ushering in the festival. Additionally, FairPrice looked to boost return on ad spend and increase sales while reducing custom cost per action (CPA).

To achieve these goals, FairPrice onboarded its first-party data onto The Trade Desk. This data was then used as a seed audience for lookalike (LAL) targeting to reach new consumers who share similar qualities with current customers who had made at least one purchase from FairPrice.

To further test the effectiveness of first-party audience onboarding and activation, FairPrice compared two methods that are accessible on The Trade Desk, building different LAL audiences from each of them. The first method was importing the device IDs and mobile ad IDs (MAIDs) through an API. The second method was through the onboarding of customers' hashed email addresses. These hashed email addresses were then securely translated into UID2 identifiers.

33% lower cost per action

23% lower cost per mile

2x better scale

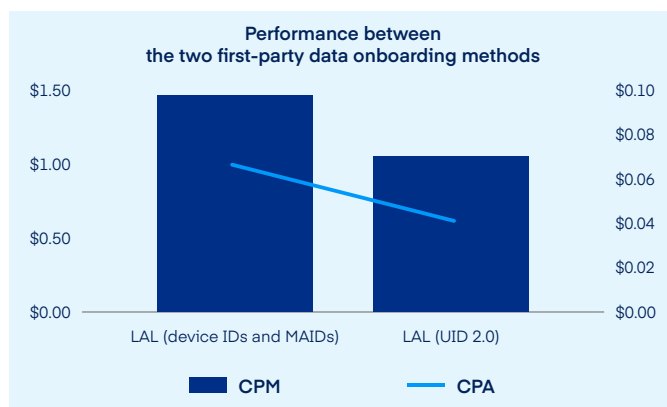
Using The Trade Desk's Identity Alliance, these unique identifiers were matched to multiple devices and channels and extended across The Trade Desk's marketplace of partners, helping to expand audience reach compared to a single cross-device partner.

A SCALABLE, HIGH-PERFORMANCE SOLUTION FOR THE FUTURE

By directly comparing these two data sets across its Deepavali campaign with equal budgets allocated to each onboarding method, FairPrice was able to determine that the UID2-powered LAL audience performed better than the LAL audience created from device IDs and MAIDs.

Performance highlights include:

- 2x scale, reaching 1 million more potential users
- 33 percent lower custom CPA at USD\$0.04 compared to USD\$0.06
- 23 percent lower cost per thousand impressions (CPM) at USD\$1.04 versus USD\$1.36



As the clear winner, UID2 helped FairPrice extract more value from its first-party data, with The Trade Desk's proprietary LAL modeling and cross-device capabilities helping unlock incremental performance and scale.

As businesses prepare for the transition to a cookieless environment, maximizing first-party data in media strategies becomes more critical than ever. FairPrice is at the forefront of future-proofing its marketing strategies and testing ID solutions that will allow for cross-channel measurement long after current identifiers are replaced or removed altogether. This will continue to help FairPrice reach more customers across channels and devices in a targeted and privacy-conscious way.

“Unified ID 2.0 on The Trade Desk is a meaningful solution and provides the opportunity for us to reach relevant users. Throughout this experiment, we have been able to see and measure that UID2 can deliver not just twice the incremental reach but also efficiency, with a 33 percent lower CPA than lookalike first-party data without UID2. This has proven to us that UID2 is a new way to reach our target audiences effectively.”

— Nguyen Vo Trung Hieu, Head of Performance Marketing, FairPrice Group