# Case Study: Atlas & NetBooster

**THE CLIENT:**

NetBooster is a leading European digital agency focused on performance-driven strategies that help clients create, change and expand their business. NetBooster used Atlas to deliver and analyze a cross-device digital campaign in France for leading cosmetics brand MAC Cosmetics (Estée Lauder Group) and its new MAC eye shadow line. The agency is currently planning to roll out Atlas' people-based marketing and analysis to other clients as well.

**THE CAMPAIGN:**

MAC products are targeted to females 18-24 (primary) and 25-44 (secondary). This campaign was created with that audience in mind and served via classic display, masthead and blog advertising on both desktop and mobile. The main objectives of the campaign were to generate awareness for the product by managing ad reach and frequency and to drive ecommerce sales.

For its post-campaign analysis, NetBooster wanted to see media demographic validation, insights into channel accuracy and performance and a comparison of people vs. cookies. NetBooster and MAC suspected that in previous campaigns, a portion of delivered impressions had been wasted and some conversions had been "lost in attribution" due to the cross-device behavior of the target market. But the company did not previously have the tools to quantify these problems.

**THE RESULTS:**

**Demographics**

- ▶ Using people-based delivery and analysis, Atlas found that men represented up to one-third of campaign impressions and reach across the top four publishers, although the goal had been to target females

- ▶ These off-target impressions represented the equivalent of 18% of spend — money that, now identified, can be re-invested on higher-performing channels in future campaigns

- ▶ Ultimately, data-based audience planning demonstrated greater efficiency (cost per qualified contact) than contextual targeting

**Channels**

- ▶ The campaign's niche publishers and RTB platforms were found to be more cost-effective and demographically relevant than powerful home page placements

- ▶ One of these niche publishers, a well-respected fashion periodical, delivered 43% of its impressions to the key demo of women 18-34 — a more efficient ROI than the larger publishers

- ▶ Audience planning via RTB delivered the highest reach among the target market, resulting in a highly efficient CPM

**18%** wasted ad spend identified

**16%** higher conversions recorded than cookie-based delivery

**10%** understated ad frequency by cookies

## People vs. Cookies

- People-based delivery recorded 16% higher conversions than cookie-based delivery — demonstrating the value of understanding mobile data and measuring cross-device conversions in future campaigns

- True, people-based, cost per sale was revealed to be 16% lower than the CPS measured with cookies, allowing for better budget allocation in future campaigns

- Cookies overstated the campaign's reach by 9%, so the client paid for more impressions than they received. Atlas' people-based delivery gave MAC and NetBooster full reach visibility for the first time

- Cookies understated ad frequency by 10%

*"Every decision that was made in the past two years based on cookie data was wrong — it was better than nothing, but it was still wrong. With Atlas, we now have people-based insights and better visibility into the customer journey, so we can deliver more efficient campaigns and better value for our clients."*

*- Yann Gabay, France & Southern Europe Director, NetBooster*