

BEST CASE: RENAULT / ANNALECT / OMD / MI

Challenge

We want to prove that audience creation and targeting based on the first-party data is more performant than cookie-based targeting.

Solution

Together with Renault as the advertiser and Annalect & OMD as agencies, we set up a test campaign based on InfoSum's Data Clean Room technical infrastructure aiming to compare reach and performance of first-party data targeting with classic cookie targeting.

Involved parties

Marketer

media **impact**—

Agency



Technology



Advertiser



BEST CASE: WORKFLOW & RESULTS

