

start.io

Leading CPG Company

Case Study



Start.io Builds & Targets Custom Audiences for a World-Leading Beverage Company, Significantly Boosting Brand Awareness Among Previously Untapped Consumers

Goal

A leading CPG beverage company was looking to boost brand awareness among previously untapped audiences who are not among the brand's typical consumer base. The company approached Start.io to conduct a large scale, highly targeted campaign designed to increase awareness of the brand among those audiences.



Process

Using data from the Start.io mobile user network, we created several target audiences who demonstrate interest in selected, related lifestyle categories and niches. In order to build accurate and robust audiences at scale, we leveraged data signals, such as location, app ownership, and other on-device signals. The following audience segments were recommended for the campaign:



Mental wellness & inspiration

Hobbies and Lifestyle
Healthy Living
Meditation



Music

Entertainment
Music Lovers



Fitness

Hobbies & Lifestyle
Fitness

Outcome

The campaign KPIs were set at 0.07% for CTR, and 80% for Viewability. After testing the targeted audiences with several brands under the client's portfolio, they were found to meet and even exceed the pre-defined benchmarks.

Results

The Start.io average CTR was **5.97 X** higher than the client benchmark

