

Audiences Case Study

OBJECTIVE:

A national retailer aimed to drive engagement with its loyalty program through a media campaign, leveraging audience data to reach high-value customers.

FETCH'S AUDIENCE SOLUTION:

Fetch activated its **deterministic 1st party audience** data to target engaged loyalty members via TTD.

RESULTS:

Fetch audiences significantly outperformed campaign benchmarks, with both cost per engagement and return on ad spend (ROAS) exceeding expectations.

Ranking among the **best-performing audiences** in the campaign.



\$8.04

ROAS

Benchmark: \$6.00



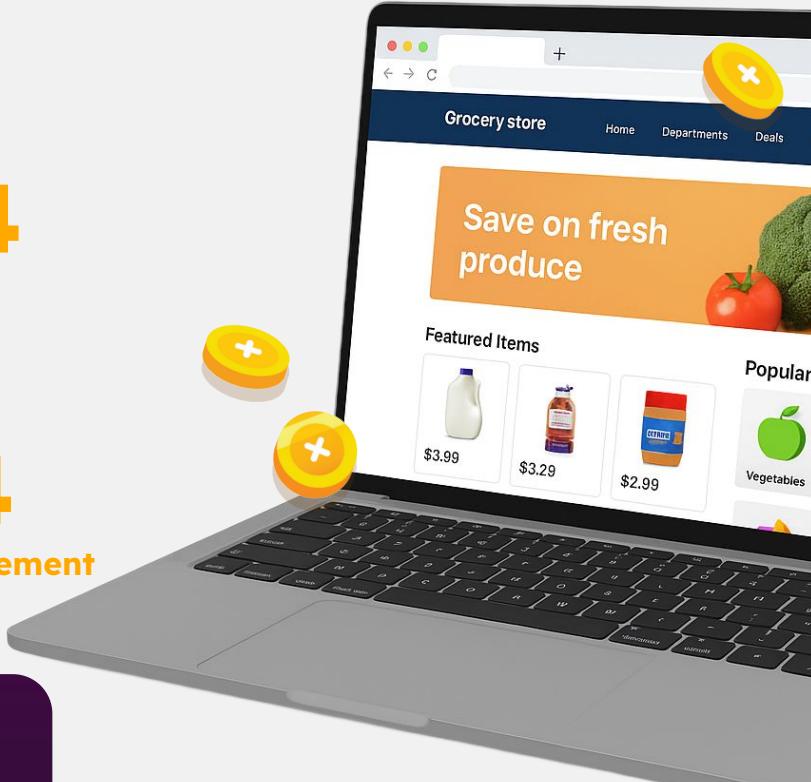
\$0.24

Cost Per Engagement

Benchmark: \$1.00

76%

More efficient than
CPE benchmarks!





30-40%

greater sales lift vs. other purchased based segments

AlcBev brand segment based on past purchased behavior resulted in superior incremental sales lift compared to other 3rd party data in the market