

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



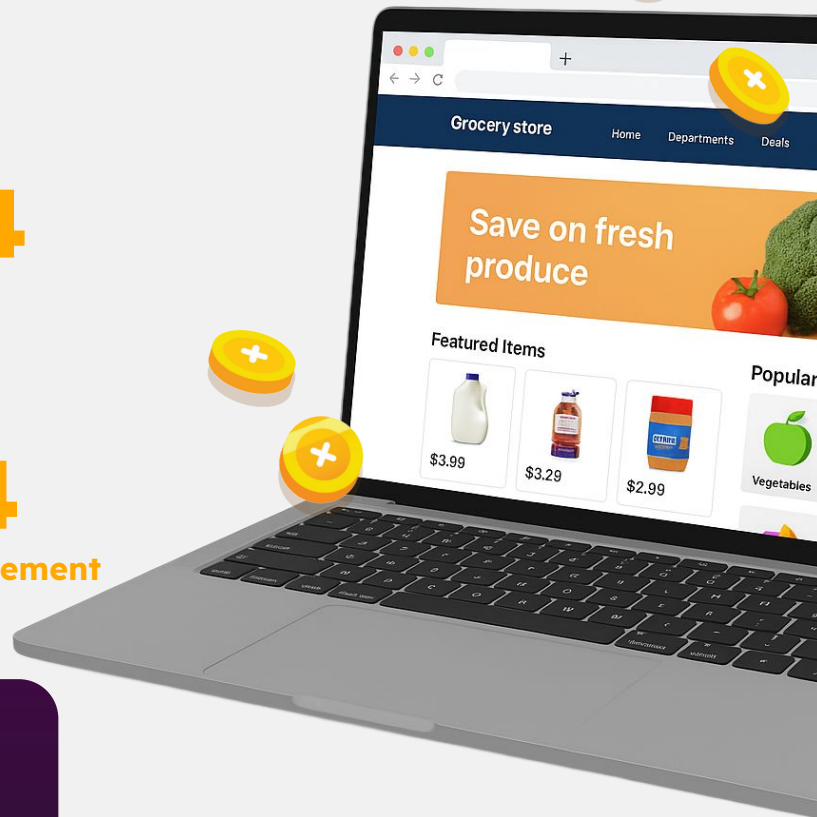
\$0.24

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