

# Acxiom Semantic Outperforms Google

## CHALLENGE

Schär is an innovative international CPG brand offering advice for people with special dietary needs and packaged foods, like gluten free products. To acquire new prospects who may not be aware of a gluten related disorder, they need to reach users who are experiencing early symptoms of a gluten intolerance and may need educational awareness or gluten-free food options. They have the added challenge of running campaigns in many geographies world-wide, including GDPR-compliant countries like Italy, where people-based marketing is not allowed. This adds another layer of complexity to data-driven campaigns.

## HOW WE DID IT

Acxiom's Data Guru strategists created an **Acxiom Semantic** audience of 1.4M online prospects for the brand's online self assessment test leveraging weighted-keyword content consumption. Acxiom was able to find those upper-funnel users who might be interested in learning more about their likely gluten intolerance.

## RESULTS

The eight-week campaign was twice as effective as Google's Custom Affinity, Intent, and Keyword Contextual Solutions – resulting in a 4% better viewability overall. Not only was effectiveness exceeded, the Acxiom Semantic audience performed 3.3x higher than the CTR benchmark.



3.3x Lift Over  
Benchmark CTR

2x Effective as  
Google Display  
Targeting & 4%  
Better Viewability

19% CTR Lift  
compared to Google's  
Keyword Contextual  
Audience