

Acxiom Semantic Id's Niche Audiences

CHALLENGE

Schär, an international CPG brand offering advice for people with special dietary needs sought to acquire new prospects who may be unaware of a gluten related disorder. They wanted to reach those experiencing early symptoms of gluten intolerance who may benefit from gluten-free food options. They had the added challenge of running campaigns in geographies world-wide, including GDPR-compliant countries like Italy, where people-based marketing is not allowed.

HOW WE DID IT

Acxiom's Data Guru strategists created **Acxiom Semantic** audiences 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 performed 3.3x higher than the click-through rate benchmark.



3.3x Lift Over
Benchmark CTR

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

19% CTR Lift
compared to Existing
Keyword Contextual
Audience