

Acxiom Semantic outperforms Google

Case Study | CPG

The global CPG company wanted to acquire new prospects who were experiencing early symptoms of a gluten intolerance and needed education or gluten-free food options. Campaigns span many geographies, including GDPR-compliant countries, thus adding to the complexity of data-driven campaigns.

OUTCOME

3.3x lift over benchmark CTR

4% better viewability

2x as effective as Google Contextual Solution

HOW

Created an Acxiom Semantic audience of 1.4 million online prospects for the brand's online self assessment.

Acxiom found upper-funnel users who might be interested in learning more about their likely gluten intolerance.

- Acxiom Data
- Semantic Audiences
- Data Guru

