

Case Study

HSBC hits new Heights with Cookieless Data- Led Campaign



Background

To promote its Premier banking product, HSBC was looking for affluent users in Turkey to reach via a display campaign.

With its agency OMD, the bank was given the opportunity to be a first mover in making use of mobile operator Turkcell's network data. The results were impressive to say the least.



"At OMD, we're always on the lookout for high quality user data, acquired in compliance with data regulations. In the case of the HSBC Premier campaign, Turkcell data via Smartpipe clearly outperformed other line items, bringing quality traffic to the website."

"In future, we will be looking for even more parameters within the Turkcell network to help reach the right audiences even more effectively for our clients."

- Gökberk Ertunç, OMD Turkey programmatic manager

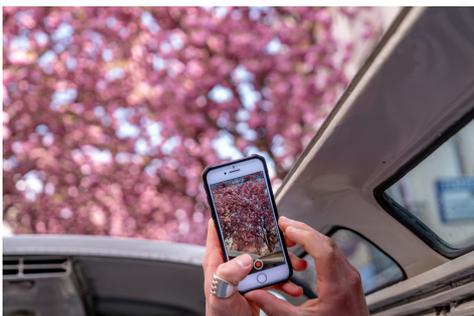
Execution

Using data enabled by Novatiq, formerly known as Smartpipe, and the targeting capabilities of Platform161, HSBC created a test media plan, comparing a renowned data marketplace's segments with Turkcell's deterministic data sets, as well as a control group.

The control group didn't target any user data segments. Apart from this, they were the same as the other line items, in terms of both inventory and CPM bid.

Using this as a comparison point, our aim was to gather empirical proof as to whether deterministic third party data performs better than probabilistic marketplace data, or indeed a standard line item without any segment targeting at all.

The KPIs we would use to measure the results were on-site behaviour, including clicks to sessions and low bounce rates.



"As the lives of HSBC Premier customers become less linear and predictable, to reach potential customers we need to evolve targeting criteria constantly. So, we need to find trustworthy, high quality user data that is compliant with data regulations."

"We're happy to take part in this game changer ad model as the first advertiser. The results are satisfactory."

Meltem Gülören, HSBC Digital Marketing Manager

Results

The Turkcell segments, custom configured by OMD based on data usage volume, monthly operator spend, device model and location, performed significantly better than cookie-based third party segments in terms of bounce rate.

The Turkcell segments also had a 150% higher conversion rate from clicks to meaningful visits, as well as a 15% lower bounce rate compared with the cookie-based segments from the data marketplace.

Also of interest, OMD found out that the more niche the segments - that is, the higher the number of targeting criteria added to them - the better their performance.

Meanwhile, the control group performed similarly to the segments from the data marketplace.



"OMD produced a market first in deterministic data intelligence, to find the hard to reach customers needed for HSBC's 'Premier Account' campaign to succeed. And we were delighted to offer our ground-breaking, privacy compliant technology to pinpoint this niche audience at scale. Working alongside such forward-thinking partners in OMD means that we are not only breaking new ground in the media industry, we are setting the standard for others to follow."

- Novatiq co-founder and COO Tanya Field

'Snowflake Match' Means



No data exported / used outside Telco firewall



Not reliant on match-rate charts or cookie IDs



Data is protected from daisy-chain exportation, from DMP to DMP



Data is used for the original purpose of consent only

"These results prove what we've always thought was true - that deterministic segments perform better and can enrich our targeting capabilities. What's more, Novatiq's cookieless solution using 'snowflake' tokens removes many concerns around user data targeting."

- Platform 161 founder and CEO Marco Kloots

Snowflake performance



Click to Visit

3X

+47% leads vs. control

+10% leads vs. 3rd party