

# Case Study

## Nissan finds Micra's Crowd in Turkcell's Fashion and Beauty Audiences.



# The Background

With a plethora of different car brands and models in the market, Nissan was looking to hone in on the niche audiences that would engage with the new Micra's display ads in Turkey. In December 2019, using Platform161's integration with Turkcell's audiences via Novatiq, (the cookieless and non-traceable data enabler out of the UK) OMD Programmatic Turkey found exactly what they were looking for to help them deliver more leads to Nissan Turkey.

# The Solution

Niche audience segments were created from consented Turkcell subscribers. As Turkcell is the country's largest mobile operator, there were no obstacles to finding reach. But within this universe, OMD had to differentiate the Micra during a tough time for the automotive market in Turkey, and this was achieved via clear and concise messaging in display banners shown to the following behavioural and deterministic audiences:

Tech Enthusiasts  
Interest in Fashion and Beauty  
Home and Garden Hobbyists  
Aged under 30

Similar audiences from a cookie-based data provider were also used in the campaign for comparison. For maximum reach, Nissan's existing first-party audiences were excluded from targeting.



# The Results

In terms of front-end engagement with banners, Platform161's targeting of Turkcell and Novatiq audiences surpassed expectations.

The first results showed a clickthrough rate that was 30% higher than the campaign targeting cookie-based segments.

The biggest achievement was a conversion rate higher by x3 compared to cookie-based segment targeting.

Specifically, OMD identified the Fashion and Beauty segment as the best performer. Audiences fitting this category showed the highest conversion rate.

# The Future



OMD Programmatic's Gökberk Ertunç says their team will continue to create segments out of Turkcell's users to discover more sweet spots for their clients:

"We've seen the results now in various verticals. It's clear that data from a trusted source that fits regulatory requirements and is technically future-proof needs to be an integral part of our programmatic strategy for all of our clients as well as Nissan."