# Renault increases its conversion rate by 18% with a first-party data campaign with Axel Springer

InfoSum delivers a data-matching solution to create high-quality seed audiences for lookalike modeling, powered by first-party data.

+18%

Conversion rate

A

First-party data

VS

B
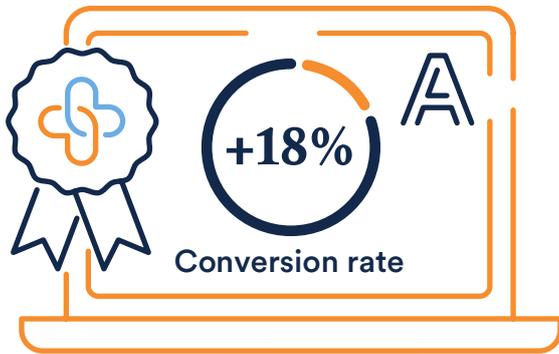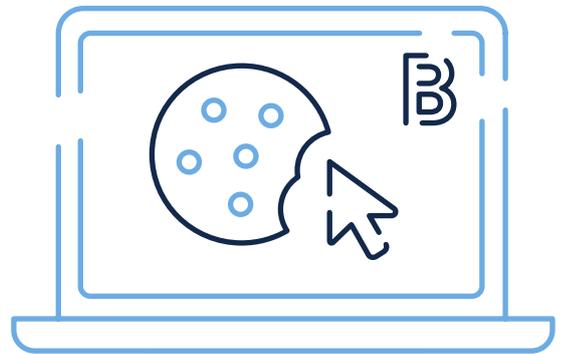
Cookie based targeting

Challenge

Brand: Renault

Agency: OMD and Annalect

Media owner: Axel Springer All Media (ASAM)

Goal:
Compare the performance of cookie-based targeting with that of a first-party data strategy. The assumption was that its own data would provide higher-quality targeting and results.

Challenges:
Renault had never used its first-party data for a campaign like this before, so protecting that data presented technical and legal challenges. The automotive brand had to identify which technology could guarantee customer privacy and data security and find a strategic media partner to co-build the expanded audience and deliver sufficient scale across its inventory.

Solution

Instant direct overlap + activation

German media group Axel Springer All Media (ASAM) chose InfoSum's data clean room to create a unique solution that enables brands to use first-party data for media planning and activation across all of ASAM's inventory. With OMD and Annalect as its agency partner, ASAM as its media partner, and InfoSum's technology, Renault found the perfect combination of partners for its test campaign.

InfoSum's patented Safe Audience Transfer technology and robust permission-based process mean that no data is ever shared or commingled, ensuring each party retains complete control over its data. This allowed Renault to confidently match its first-party CRM data against ASAM's audience to determine the direct overlap of these two datasets in a matter of seconds.

A lookalike audience was formed using the intersection of the Renault and ASAM datasets as the seed. The modeling took place directly in ASAM's DMP based on ASAM's first-party data and its audience-specific behavioral attributes, with the original seed audience excluded from final targeting to get the most efficient cost per conversion.

In parallel, Renault also set up a control campaign using traditional cookie-based targeting that was to run simultaneously to create an accurate benchmark of performance and scale between first-party data and classic cookies.

First Party Data — First Party Data — Lookalike Modelling — Campaign Delivery

VS

Third Party Data Profiles — Via — Cookies — Campaign Delivery
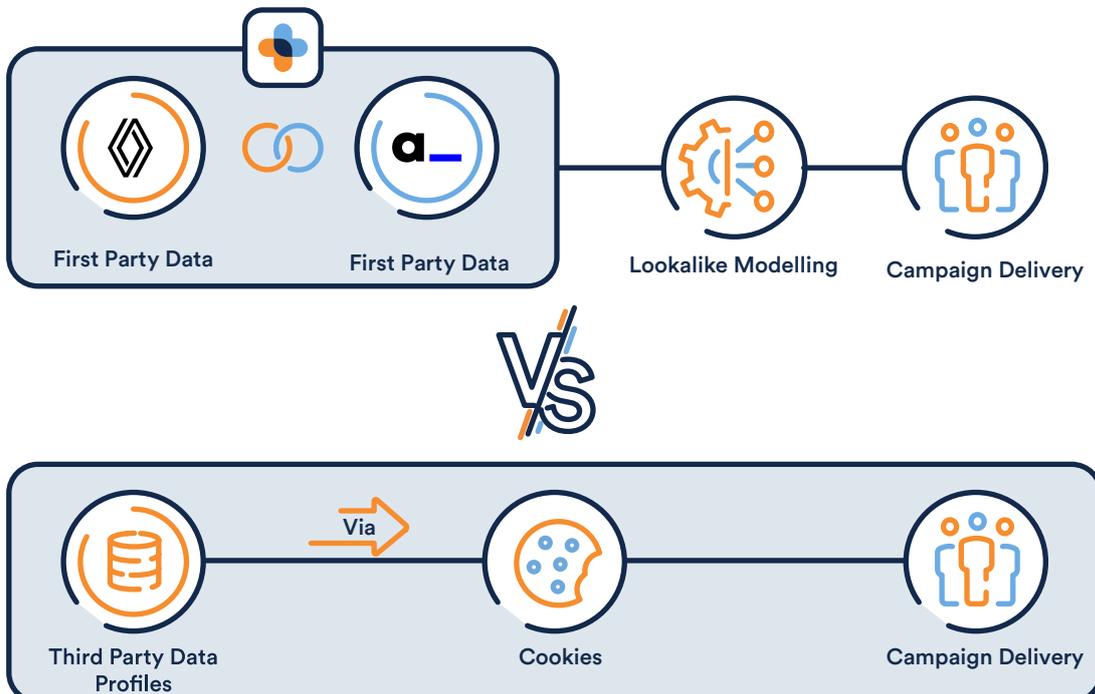
Results

The results clearly show that the strategy powered by first-party data outperformed the cookie-based campaigns. Furthermore, it demonstrated that this performance can be achieved at a lower cost, reaching more relevant audiences without compromising on addressability.

The first-party data campaign delivered:

Increase in conversion rate
+18%

+38%
Improved target profile ad delivery

Lower cost per action
-15%

-19%
Lower cost per click
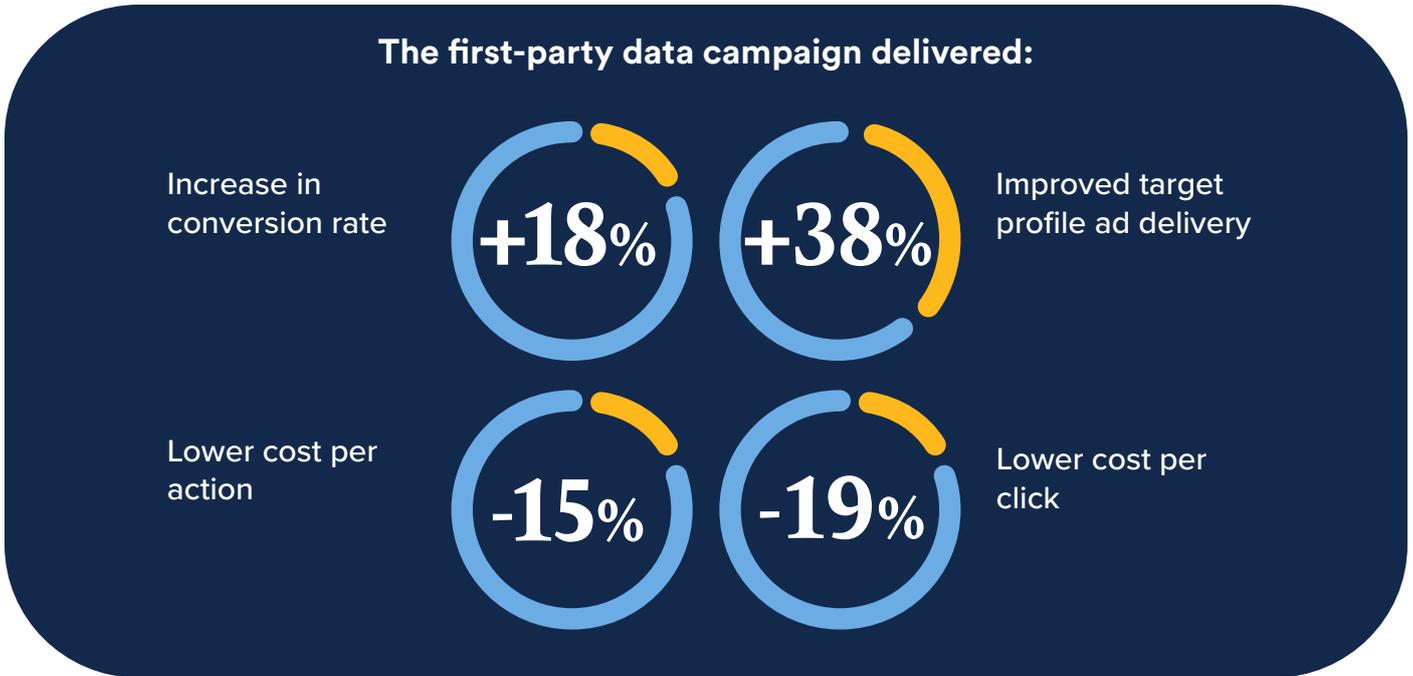
Using lookalike audiences based on its first-party data, Renault achieved a conversion rate 18% higher than with the cookie-powered campaign, and the profiles reached were 38% more likely to be in target (prospective car buyers).

The cost per action was 15% lower for the Data Clean Room-powered targeting compared to the control campaign with cookie-based targeting. The cost per click also performed better, 19% lower with Data Clean Room-based targeting than with cookie-based targeting.

axel springer_

"The case is a good practical example of the interaction between publisher and advertiser to generate the desired insights through privacy-compliant data collaborations and successfully implement individualized campaigns even after the third-party cookie era."

Olga Dimitrienko
Senior Manager Data,
Axel Springer Media Impact

annalect

"Data clean room technology offers us as an agency the opportunity to offer first-party data collaborations in the market at scale, in order to establish another fixed component for the future addressable media mix alongside cookieless alternatives."

Matthias Cada
Managing Partner - People based Marketing,
Annalect Germany