



# eyeota Success Story

A Dun & Bradstreet Company



## Eyeota's Segments Accelerate Brand Lift and Awareness by 81% for Luxury Auto Brand Campaign on Facebook

### The Challenge

A luxury automaker released its new electric vehicle and wanted to **generate interest among high-net worth individuals (HNWI)**. Their agency turned to Eyeota to build an audience profile that would **reach auto intenders** as well as HNWI.

### The Solution

Eyeota worked with the brand's ad agency to **build a custom audience profile** for targeting that combined Eyeota **income and socio-demographic audience data** alongside an **Experian Worldview** segment called "Consumer Types - A City Advantage."

The ad agency uploaded the segment to Facebook and ran a series of video campaigns to test **Eyeota's custom audience profile versus Facebook's native user interest targeting capabilities**. After the ad agency ran the auto brand's campaign on Facebook, the agency **surveyed users on ad recall to measure effectiveness**. The survey asked Facebook users who saw the ad if they remembered seeing the ad for the luxury brand's electric vehicle, offering three possible answers: Yes, No, or Not Sure.

### The Results

**Facebook users in the Eyeota group showed an above 81% chance of lift in ad recall** versus users targeted using Facebook interest targeting. This was significantly above the agency's benchmark in the Asia Pacific market.

**81+% Ad Recall Lift**

The campaign also revealed key demographics within the target audience. **The ad successfully engaged with people between the ages of 35-44 and 55-64.**

Campaign awareness also resonated with a female audience, generating **a potential brand uplift of 90% or greater**. The successful campaign performance and additional audience insights enabled the ad agency to provide even more strategic recommendations to the auto brand on future campaigns.