TARGETING PREMIUM AUDIENCES ON SOCIAL MEDIA

CONTEXT

LG, focusing on innovation for a better life, introduced the LG Styler Steamer to broaden its line of home appliances.

This new innovative product refreshes, deodorizes, sanitizes all with the power of steam.

Styler Steamer is a premium product. PHD, the agency who handles advertising for LG, faced difficulties in finding the most relevant audience to match within social platforms.

STRATEGY

To facilitate the introduction of LG Styler Steamer to the market, PHD took on a mini-funnel approach and reached out to Nielsen to build a tailored audience that would match users within its social channels.

OUTCOME

In the first phase of the campaign, high-intent users of the home steamer were targeted between 20th and 28th November, through the optimised video views, to drive the awareness.

PHD tested the Nielsen audiences alongside interest-based audiences. The Nielsen audiences drove the strongest results as it matched further luxury fashion and tech enthusiasts that don't express an interest on any of these topics on Facebook.

When PHD retargeted these audience segments in phase 2 of the campaign (24th -31st December), the results remained strong over Christmas:

CPC - 80p | CTR - 0.53%

Audience segments provided by Nielsen performed well throughout the campaign. Not only were the results stronger than planned, but the Nielsen premium audience allowed the most relevant retargeting audience to be populated, a key factor which drove traffic and sales.

> *We leveraged Nielsen audiences to improve our audience targeting for our campaign. This resulted in better overall campaign performance. We are happy with the outcome of the campaign and will keep considering Nielsen to help us reach the right people.*
>
> **Sebastien Bourne,**
> **Head of Biddable, PHD U.K.**

NIELSEN AUDIENCES

- eXelate B2BX - Prosumer - Tech Early Adopters
- eXelate Interest - Tech Enthusiasts - Gadgets
- eXelate Smart Segments - Female Purchase Decision Makers (HOH)
- eXelate Smart Segments - High Income Tech Shoppers
- VisualDNA Entertainment - Entertainment - Electronics
- VisualDNA Lifestyle - Lifestyle - Tech Enthusiast
- VisualDNA Mobile & App - VisualDNA Demo - Gender - Female
- VisualDNA Mobile & App - VisualDNA Lifestyle - Fashion Enthusiast.

CPV **36%** lower than other audience platforms

VTR **49%** higher than other audience platforms

For more information, please contact your Nielsen account manager. Visit Nielsen Marketing Cloud Website.