

Integration between **Amobee** and ID5 enables wine brand **Gusbourne**, to **increase conversion rate by 95% while reducing CPA by 23%**



OVERVIEW

With nearly 50% of UK traffic* unaddressable due to restrictions on third-party cookies in Safari, Firefox, and Edge, it is becoming increasingly difficult for advertisers to deploy people-based campaigns across devices effectively. Data privacy regulations such as the GDPR also require buyers operating in Europe to obtain users' consent to target them with personalized ads across their devices.

For this reason, the leading demand-side platform, Amobee, started to evaluate identity solutions enabling their European clients to effectively reach their audiences across all browsers and devices in a GDPR-compliant way. After integrating ID5's IdentityCloud, they chose to leverage ID5's cross-device capabilities in a direct-response display campaign that they ran with their client, Gusbourne, alongside agency, Jaywing and recorded the results.

THE ISSUE

Restrictions on third-party cookies in Safari, Firefox, and Edge (accounting for nearly 50% of the UK traffic), combined with more stringent data privacy regulations, have pushed advertisers and their tech partners to look for solutions that can enable them to reach their audiences across devices in a privacy-compliant way.

Leading advertising platform Amobee started to evaluate identity resolutions enabling their clients to deploy people-based strategies and reach their audiences across all browsers and devices while ensuring that people's privacy preferences were respected.

ID5's expertise in solving the complexity of identification across devices, combined with its privacy-by-design technology, convinced Amobee to integrate their product, IdentityCloud.

SOLUTION

IdentityCloud's consent-based cross-device capabilities **enable Amobee's clients to effectively reach their target audience with relevant messages across their devices**, no matter the browser they use while ensuring compliance with the GDPR.

One such client was boutique wine brand, Gusbourne. Through Amobee's partnership with their data-powered, integrated agency Jaywing, Gusbourne activated a direct-response programmatic display campaign on the Amobee DSP, to increase the sale of its wines across the UK. In the second phase of the campaign, **Gusbourne was able to leverage Amobee's integration with ID5, which had a considerable impact on the campaign results.**

The campaign was launched in April 2022, with the IdentityCloud cross-device capabilities being activated on June 15th. Amobee measured the impact of this campaign and compared the results it delivered before and after the deployment of IdentityCloud.

THE RESULTS

Thanks to Amobee's integration with ID5 and the consequential offering of its cross-device capabilities to its clients, Gusbourne was able to meet its campaign goals and overall objectives:



Reach increased

The deployment of IdentityCloud enabled Gusbourne to **increase their reach by 76%**.



CPA Reduced

Gusbourne's **cost per acquisition was reduced by 23%** after deploying IdentityCloud's cross-device capabilities.



Conversion Rate Increased

Gusbourne's **conversion rate was increased by 95%** compared to the results they had seen before leveraging IdentityCloud's cross-device capabilities.

The partnership between ID5 and Amobee allowed Gusbourne to reach its target audience effectively, and increase conversions at a more competitive price while ensuring that people's privacy preferences were respected. As a result, the company met its target of increasing overall sales. Following the success of the campaign, Gusbourne have also activated additional activity with Amobee to drive users to book vineyard tours and wine tasting sessions.

ABOUT AMOBEE

Founded in 2005, **Amobee** is an advertising platform that understands how people consume content. Our goal is to optimise outcomes for advertisers and media companies, while providing a better consumer experience. Through our platform, we help customers further their audience development, optimise their cross channel performance across all TV, connected TV, and digital media, and drive new customer growth through detailed analytics and reporting.



"Our partnership with ID5 has illustrated the advantages of cookie-less targeting and how it can positively impact campaign performance. Getting ready for a cookie-less future requires a full-circle perspective of frequently reviewing and ingesting different solutions, whilst also keeping an agile approach to acting and delivering strategy against them. Amobee, Jaywing, and Gusbourne are very pleased with the performance following the ID5 ID activation and from this, we hope to expand the use of cookie-less targeting across other activities."

Isabelle Bagge, Director, Client Services at Amobee EMEA

To learn more about the ID5 ID and how it can benefit your business and increase the value of your inventory, get in touch.

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