

Accelerating international purchase-based success

New Global Purchase-Based Targeting solution delivers big win for Kraft Heinz.

THE ASK

Kraft Heinz, its agency Starcom, and DSP, Amobee challenged Oracle Data Cloud to increase consumption of its soup products among canned-soup buyers and drive trial of a new carton of soup to win back share from the fresh soup category in the UK.

THE SOLVE

To meet the challenge, Oracle Data Cloud developed Global Purchase-Based Targeting (PBT), an innovative method of leveraging real purchase data in the U.S. to inform and power global audiences—filling the void where international purchase-based data is sparse.

On average, Global PBT proves to be more 3x effective at identifying brand and category buyers.

Ideal buyers were developed from several premium data assets including:

- CPG transaction data, sourced from 74MM U.S. households
- Cookie-based activity and interest data on 15MM+ websites globally

*Source: Moat Europe 2 2017 Desktop Video viewable benchmark

THE TAKEAWAY

The Amobee, Kraft Heinz, and Starcom teams observed strong performance against audience reach (15-20MM online profiles), viewability (60 percent average viewability higher than the EMEA industry average, 55 percent*), and above-average video completion (75-80 percent).

Oracle Data Cloud's Global PBT solution has become a competitive advantage for us. It's enabled us to connect to international buyers with greater accuracy and outperformed other targeting segments in market. We're looking forward to leveraging Global PBT to enhance other purchase-based targeting efforts across EMEA."

– Nick Bartlett,
Digital Development Director,
Starcom UK

