



## CASE STUDY: ALTERNATIVE TARGETING SUCCESS WITH PUBMATIC'S CONNECT

# PUBMATIC AND LOTAME DELIVER GREATER VIEWABILITY AND VCR FOR BANANA BOAT ACROSS BROWSERS

Banana Boat and its agency Xaxis utilized Lotame's Panorama ID and PubMatic's Connect to package and activate unique Deal IDs to reach high-quality audiences in their first cookieless video campaigns.

### STORY BEHIND THE SUCCESS

With the upcoming deprecation of third-party cookies, consumer products brand Banana Boat worked with its agency, Xaxis, to future-proof advertising addressability across all browser environments. The brand relies on programmatic audience targeting using high quality third-party data to reach its audiences at scale and with precision across the open web. Xaxis worked with partners, including Lotame and PubMatic, to devise an A/B test that targeted high-quality audiences across the open web in this first cookieless video campaign.

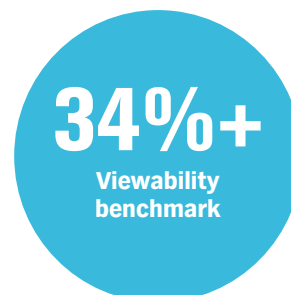
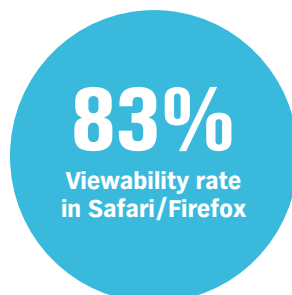
### THE SOLUTION: PUBMATIC'S CONNECT & LOTAME PANORAMA ID™

Xaxis leveraged Lotame Data Exchange to build audience segments tailored to Banana Boat's campaign objectives, including those based on demographics, and consumers interested in family and parenting, home and garden, health and fitness, and sports. One set of audience segments was built using cookies and the second set of audience segments was built with Lotame's Panorama ID to test cookie and cookieless audience targeting. Both segments were shared with PubMatic to package into Deal IDs.

Both cookie and Panorama ID segments were onboarded and layered on top of PubMatic's premium publisher inventory to package into discrete Deal IDs. This was [facilitated/executed] via Connect, PubMatic's audience solution, which leverages addressable signals from across the open internet to help media buyers drive performance. Deal IDs were then shared with Banana Boat's DSP for activation.

Deal IDs using the Panorama ID delivered increased scale across all browsers, cookie-restricted and cookie permitting. Banana Boat and Xaxis intend to continue targeting in this method based on the outstanding results.

### SUCCESS BY THE NUMBERS



Source: Lotame Internal Data, 4/11/22 - 5/9/22

“ This collaborative campaign — with Xaxis, Xandr, and PubMatic — reflects the power to both combat cookie deprecation and outperform existing third-party cookies. Our Panorama ID continues to provide the data connectivity and addressability that marketers need in today's advertising environment and the cookieless future. ”

SEBASTIAN YOFFE  
MANAGING DIRECTOR,  
LATIN AMERICA & US HISPANICS  
LOTAME