



Creating Unattainable Audience Segments

Consumer Packaged Goods

CHALLENGE

An agency was tasked with promoting its client's product among a subset of the general population – audiences who consider themselves to be “heavy sweaters” and/or are “self-conscious” about sweating. This audience segment is not available anywhere for purchase and/or campaign targeting.



The agency tapped KN Dimestore and BlueKai to come up with a design that would ultimately build this targetable audience. KN Dimestore can integrate with existing client APIs to transfer respondent data in real time. This functionality provides clients with existing databases the ability to receive questionnaire responses on a user and question level in real time.

Clients can tie those responses to existing data and store it in either a database or directly in user cookies if so desired.

SOLUTION

Dimestore launched a multi-question In-Banner survey, delivered across an exchange several months prior to the campaign being launched. The questionnaire was targeted to the general population, and five questions were then asked of each respondent, including: “Please rate your agreement with the following statement: On average I sweat more than most guys.”

Data Collection & Real-Time Feed

KN Dimestore collected and, in real time, fed respondent answers directly to BlueKai. Respondents were categorized by segment IDs based on answers and survey questions.

OUTCOME

Creation of New Audience Segment

BlueKai matched respondent data to existing audience data through an in-market audience analysis, and created the desired new and previously unavailable custom audience segment. This enabled the agency to execute a more precisely targeted media plan against the segment and reach its defined target audience more efficiently and with significantly less loss. The approach, execution and outcome of this collaboration was viewed by all parties as such a success that additional efforts are under way by BlueKai and KN Dimestore to automate this process further — to make it more easily available to KN Dimestore's and BlueKai's advertisers.

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KN Dimestore can
optimize your campaign
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