Leading CPG Company
Case Study

Start.io Builds & Targets Custom Audiences for a World-Leading Beverage Company, Significantly Boosting Brand Awareness Among Previously Untapped Consumers
A leading CPG beverage company was looking to boost brand awareness among previously untapped audiences who are not among the brand’s typical consumer base. The company approached Start.io to conduct a large scale, highly targeted campaign designed to increase awareness of the brand among those audiences.

Using data from the Start.io mobile user network, we created several target audiences who demonstrate interest in selected, related lifestyle categories and niches. In order to build accurate and robust audiences at scale, we leveraged data signals, such as location, app ownership, and other on-device signals. The following audience segments were recommended for the campaign:

- Mental wellness & inspiration
  - Hobbies and Lifestyle
  - Healthy Living
  - Meditation
- Music
  - Entertainment
  - Music Lovers
- Fitness
  - Hobbies & Lifestyle
  - Fitness

The campaign KPIs were set at 0.07% for CTR, and 80% for Viewability. After testing the targeted audiences with several brands under the client’s portfolio, they were found to meet and even exceed the pre-defined benchmarks.

The Start.io average CTR was 5.97 X higher than the client benchmark.