



# Utilizing DoubleClick Bid Manager to Segment and Leverage Your Audience

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Utilizing DoubleClick Bid Manager and DoubleClick Campaign Manager, Vivaki was able to execute an effective consumer segmentation strategy for Ooredoo Kuwait online across channels and devices.

Consolidation of activities minimized waste through optimized frequency caps and audience data centralization.

*Using a mix of upper and lower funnel tactics Vivaki was able to outperform previous campaigns across key KPIs for Ooredoo Kuwait*

# Utilizing DoubleClick Bid Manager to drive conversions



## The Objective

- Ooredoo Kuwait has a very precise consumer segmentation strategy guiding its marketing activities, much like all the major Telecom providers and they needed to effectively execute it online
- Ooredoo Kuwait had a special promotion on prepaid recharges, offering 50% discounts for those who recharged within the month
- They needed to drive prepaid users to recharge
- It was a short campaign (1 month) and they needed to boost conversions at the lowest CPA possible as prepaid users are from their lower ARPU segment (meaning lower ROI on each conversion vs. postpaid consumers)

## The Solution

- Utilizing DoubleClick Campaign Manager Ooredoo's site and conversion pages were comprehensively tagged enabling the clear segmentation of consumers by their plans (so they could isolate the recharge customers)
- Vivaki structured the campaign to first drive users to the Recharge home page, re-target those who visited the home page and drive them to convert (across their activities on display, FBX and mobile)
- Utilizing proper tagging they were able to intelligently segment their audience and by consolidating across exchanges and channels they managed to do so cost effectively

# A 3 prong strategy was adopted

## Prospecting

Widely targeting across all exchanges to maximize reach and drive users into the purchase funnel

## Social

Reaching those engaging in social media via Facebook Exchange

## Mobile

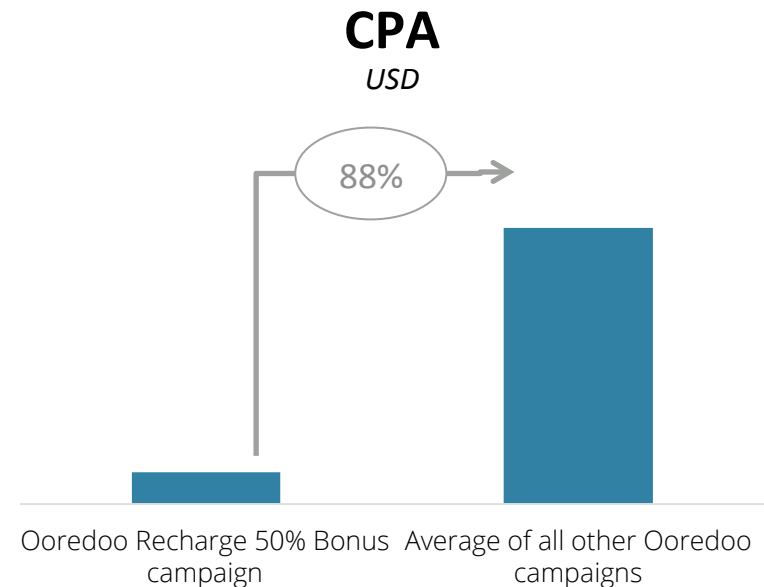
Differentiating tactics on App vs. Web

Lower and Upper funnel Remarketing throughout

# Achieving a staggering 88% reduction in CPA through effective programmatic tactics

## Effectively structuring and executing programmatic campaigns allowed Vivaki to:

- Lower CPMs – 54% vs. the average
- Consolidate activities across display, social, desktop and mobile
- Boost conversion volumes – 200% more conversions than the target
- Reach the right consumer segment audience with the right message





*"While effective audience segmentation is important for all types of advertisers, it is especially critical for Telecom advertisers who already have a definitive consumer segmentation strategy guiding their marketing efforts. Through consolidation of activities and effective site tagging we were able to realize this strategy online for Ooredoo Kuwait."*

**Roli Okoro**  
Head of AOD  
MENA



*"We operate in a fiercely competitive Telco market so it is becoming increasingly important for us to leverage our audience data in a meaningful way. Through DoubleClick Bid Manager and DoubleClick Campaign manager we were able to consolidate and segment our audience data resulting in the ability to run efficient and effective online campaigns."*

**Ali Asgar**  
Sr. Manager,  
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