



**Commercial
Communications
Council**

Comms Council Beacon Awards 2018

Case Study

Agency Name: MBM
Advertiser Name: Serato
Gold Beacon Award Category: Best Use of Data

Propensity to DJ

Although a global DJ software leader, Serato needed help to identify and reach its target audience. By turning Serato's own data into actionable customer information, MBM achieved granular targeting at scale, delivered Serato's most successful sales period ever and won Gold in the Best Use of Data category in the Beacon Awards.

Background

Despite being namedropped by Kanye West and Eminem, Serato is the biggest New Zealand tech company most have never heard of—single-handedly creating and leading the global DJ software category.

While people love using the software, Serato was struggling to identify and reach customers at scale, as wannabe and pro DJs online look a lot like music fans. And lots of people visit the Serato website to research the product before buying the hardware, so are not actively in market for the product.

Serato needed to better qualify who it was speaking to and to identify new relevant audiences.

Campaign Objective

As the biggest night on every DJ calendar approached – New Year's Eve – Serato wanted its crucial Boxing Day Sale to see its software in every DJ's hands.

MBM's challenge was to sell more software licenses and deliver more revenue for Serato than ever before.

Campaign Overview

As the brief came in, MBM was in the throes of completing a significant data capture and analysis project across Serato's business to gain a deeper understanding of its customers.

Using advanced data warehouse Google BigQuery, MBM built models to identify patterns in the data that helped to reveal valuable behaviours at an individual level. By aggregating these and activating them in media it created a data-led initiative that would deliver granular targeting at scale.

MBM's campaign used Serato's own data to identify and predict what the most valuable customers looked like and then also used that knowledge to find and target other people who looked like them.

The agency built a model that predicted the likelihood of conversion of visitors to the Serato website, and could exclude tyre kickers, as well as bring in qualified new customers. It tested successfully against historical data, giving MBM a strong understanding of the "most likely to purchase" customers. The model also assigned a value "decile" to everyone who visited the website between 1 (highest) and 10 (lowest), based on how likely they were to purchase.

Media Strategy

While the identified audiences would be targeted within Paid Search and Programmatic advertising, MBM also designed a solution for Facebook, as an additional critical channel, enabling it to do an audience match and build custom audiences of the most valuable customers.

MBM took its highest propensity audiences and used programmatic advertising (DBM) Similar Audiences, and Facebook Look-a-Likes to talk to those who looked most like the most valuable customers.

Given the importance of the Boxing Day campaign, MBM undertook model testing to better understand audience variability and incorporated proven tactics across each platform in addition to the decile-based targeting to provide a layer of surety and measurement control groups. Using Facebook's beta Campaign Budget Optimization tool, Algorithmic Bidding for DBM and Smart Bidding for AdWords, MBM applied concise rules as inputs to drive efficiency on a campaign day when both the client and agency would be on leave.

Results

MBM's data-led campaign helped Serato achieve its most successful sale ever and exceeded its own objectives in the process, contributing to a significant overall revenue lift for Serato during the vital Christmas period.

The control placements allowed direct measurement of the data driven approach with impressive results: The top decile-based placements accounted for 72% of the campaign revenue, despite receiving just 32% of the spend. The conversion decile placements were over 5 times as effective at generating revenue as the previous approach.