

Audience360 Integrates the ID5 ID, Exceeds Viewability Target and Increases CTR by 40%



OVERVIEW

Nearly 50% of inventory is unaddressable in Australia due to the absence of third-party cookies, preventing data platforms from fully supporting their customers' targeting needs. **Audience360 chose to work with ID5, the market-leading identity specialist, to enable its clients to reach their audiences in all digital advertising environments.**

SOLUTION

To evaluate the effectiveness of the ID5 ID, Audience360 worked with an advertiser in the auto industry and with Adform DSP. Adform supports multiple universal IDs through their ID Fusion solution, to drive incremental reach in cookieless environments.

Each campaign line item was carefully duplicated to accommodate both cookieless and cookie-based browsers. Exclusion measures were put in place to ensure a refined approach.



Goal: Deliver 30%+ of budgets across cookieless browsers



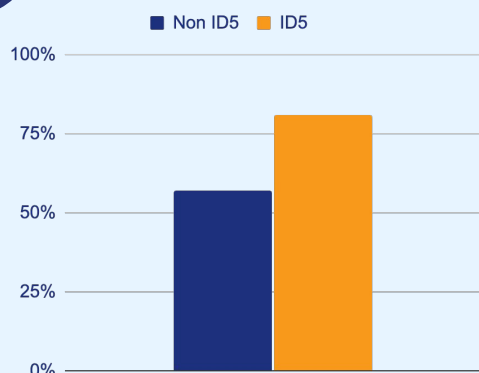
Test duration: July – September 2023

RESULTS

The campaign delivered **42% of its budget in cookieless browsers, 12% more than the original goal**, achieving better results with the help of the ID5 ID.



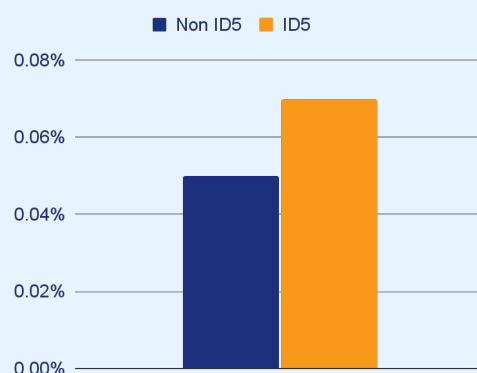
24% Higher Viewability



The viewability rate was 24% higher when the ID5 ID was present compared to when it was not.



40% Higher CTR



The campaign achieved a 40% better CTR when using the ID5 ID, compared to when the ID was not present.



Shruneek Prasad
Head of Product
Audience³⁶⁰



The strategic collaboration with ID5 is incredibly valuable to help deliver our cookieless audience solution for our clients. As a first-party audience provider, powered by data partnerships with trusted publisher brands, our business saw an opportunity to reach previously unaddressable audiences across cookieless browsers. After a thorough test and learn phase, our clients are already seeing the benefits of reaching incremental audiences and the partnership ensures that both our business and our clients are reaching the right audience, wherever they are online.



"Adform's open and transparent approach to alternative identifiers enables partners like Audience360 to deliver clean, definitive findings without the need for vanity metrics. We are proud to partner with forward thinking businesses like Audience360 and ID5 to challenge the status quo and deliver tangible solutions for marketers. The results speak for themselves, and we look forward to building on this case study with our ID Fusion solution in the coming months.



Amy Jansen-Flynn
Regional Manager APAC

adform

ABOUT

Transparent data
from trusted brands

Audience³⁶⁰

Audience360 is a leader in first-party audiences powered by exclusive data partnerships with trusted publisher brands, including Carsales, Webjet, Mozo, AFL, and more. Audience360 connects brands and advertisers through digital media with in-market customers actively searching and making purchase decisions, to reach the right people at the right moment.

adform

Adform is the most powerful and safe media buying platform in the world. With a 20+ year history of delivering service excellence and forward-looking technology, Adform enables major brands, agencies and publishers, to create, buy, and sell digital advertising globally. Having pushed the boundaries through augmented intelligence and an industry-leading identity solution, Adform has consistently changed the game for digital advertisers.

To learn more about the ID5 ID and how it can benefit your business, get in touch.

CONTACT US

id5.io