



PRESS RELEASE

First data-only campaign from UtIQ: GroupM and iq digital boost performance

- **Strategic partnership between adform, UtIQ and iq digital enables precise targeting**
- **First campaign for GroupM was a complete success**
- **Use of UtIQ led to a significant increase in net reach**

Düsseldorf, December 16, 2024. iq digital, Germany's premium marketer, together with GroupM and UtIQ, has implemented the first data-only campaign based on UtIQ's 1st-party IDs for an automotive client. The campaign ran from August to September 2024 and delivered excellent results. Particular attention was paid to the performance of the campaign in non-Chrome browsers, comparing the effectiveness of UtIQ and cookie-based targeting.

Thanks to the strategic partnership between adform, UtIQ and iq digital, advertisers have been able to benefit from the advantages of targeting based on the alternative ID solution UTIQ since the beginning of August. The integration enables cross-publisher and cross-browser targeting and thus the recovery of relevant reach.

The results of the campaign make it clear that the targeted user approach and contact targeting by iq digital's UtIQ-based target groups lead to increased campaign efficiency. Thanks to UtIQ technology, advertisers can once again plan and implement successful campaigns in environments that are no longer covered by the cookies still available within Chrome.

Svenja Onasch, Head of Data Management at iq digital, comments: "The combination of privacy first, innovative technology and constantly growing reach makes UtIQ the ideal partner in our eyes to give advertisers and agencies like GroupM more opportunities to enter into a constant dialog with target groups."

Strong performance with UtIQ in non-Chrome environments

A key success factor was the superiority of UtIQ in non-Chrome browsers. More than 90% of the impressions delivered were based on the UtIQ ID - an uplift of 290%. The use of UtIQ therefore led to a significant increase in net reach.



More stable frequency control thanks to ID solution

Another advantage of the campaign was the possibility of frequency control. The so-called “dual-look targeting” made it possible to optimize repetitions in the display of advertisements by using both third-party cookies and Utiqu targeting. This enabled GroupM to control the frequency of contact and thus increase the advertising pressure on the right target groups. On average, Utiqu users in non-Chrome browsers saw the ads 3.29 times. This shows that Utiqu can be used effectively to optimize the repetition rate of advertising messages, especially in non-Chrome environments, thanks to its high stability, even over longer campaign periods.

Jens Depenau, Expert Partner Data Strategy at GroupM: “The cross-publisher Utiqu data-only test based on data signals from the iq digital portfolio was a complete success from GroupM's point of view. With the help of our cookieless targeting evaluation metric PREPITS, we were able to record positive results across all seven dimensions. Based on the previous test and learn scenarios of the Utiqu-based private deals, the Privacy, Precision, Transparency and Sustainability dimensions were already rated positively. With the help of the now completed data-only test, we were also able to further optimize the results for the areas of Reach, Efficiency and Interoperability.”

The results at a glance:

- Re-identification: Up to 61% better re-identification rate via Utiqu compared to the cookie-based target group
- Reach: 87% of net reach in non-Chrome environments via Utiqu
- Average frequency: 3.29 touchpoints per user, optimized by Utiqu

About GroupM:

GroupM is WPP's media investment group and the world's leading media investment company with a mission to shape the next era of media where advertising works better for people. The company is responsible for more than \$60 billion in annual media investment, as measured by the independent research bureau COMvergence. Through its global agencies Mindshare, Wavemaker, EssenceMediacom, and T&Pm, and cross-channel performance (GroupM Nexus), data (Choreograph), entertainment (GroupM Motion Entertainment) and investment solutions, GroupM



leverages a unique combination of global scale, expertise, and innovation to generate sustained value for clients wherever they do business.

GroupM is the largest media agency network in Germany with over 2,900 employees across locations in Düsseldorf, Cologne, Hamburg, Berlin, Frankfurt, and Munich. Diverse teams are committed to achieving the best and most sustainable results for clients in media and communication consulting, planning, research, and creation. Driven by our broad client portfolio, countless data points, and rapidly scaling expertise, GroupM delivers tailored solutions to meet the challenges of the dynamic communication world through an integrative approach of collective intelligence. Discover more at www.groupm.de

About iq digital:

iq digital media marketing gmbh is the exclusive marketer for leading media in Germany. The portfolio includes top-class media in the areas of general news, business & finance, specialist media and millennials. Websites such as DER SPIEGEL, FAZ.NET, Handelsblatt Online, Süddeutsche Zeitung, WirtschaftsWoche Online, manager magazin, Harvard Business manager and Der Tagesspiegel provide decision-makers with daily information on all relevant topics. As a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag, Düsseldorf-based iq digital stands for high reach in the areas of news and business/finance as well as for special interest offerings to address specific target groups. With a total digital reach of 25.4 million* digital unique users, iq digital is one of the leading marketers for digital quality media and mediabrands.

*Source: agma DNA, net reach / October 2024

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