



Nissan Turkey Increases CTR by 57% with Loglo Intelligence Platform

Velocity is a Predictive Data Technology company that creates its own GDPR compliant first party data and segmented consumer IDs from mobile devices (both IOS & Android) via its app friendly SDK. Loglo Intelligence platform was created in cooperation with Velocity and OMD Turkey. IDs from the Loglo Intelligence platform were targeted in the Nissan Juke programmatic campaign.

Background:

The agency group, OMD Turkey, helped Nissan to create its own unique digitally targetable personas to increase its precision on Juke campaign. The purpose of the campaign was to increase engagement to reach the right user group increase the qualified traffic on call me back forms

Solution:

Loglo Intelligence addresses two major issues of Advertisers, causing them lose big marketing dollars and low sales conversions.

Loglo Intelligence revolutionizes the digital ad industry at once by:

- Creating an environment that predicts consumer segments and their needs accurately.
- Making existing platforms more efficient in sales conversions.



Results :

The results reveal how the frequency capping targets compared with what actually happened over the course of the campaigns. As can be seen, with third-party ID campaigns, the average realized frequency cap corresponded more accurately with the target.

«We achieved 57% more engagement compared to platforms own data sources. According to 3rd party data, our CPM unit costs were 23% more affordable»

	Loglo IDs
Engagement rate	+57%
Improvement of CPM cost	+23%



"Nissan is a leading brand in testing new technologies. OMD Turkey's reliable partnership with Velocity has helped us to gain advantage against our competitors by reaching the right user groups"

FÜSÜN MÜGE BATMAZ
Customer Experience, Nissan



"Thanks to the Loglo Intelligence Platform we created with our partner Velocity, we took data usage one step further in our Nissan Juke campaign. The increase we observed in interaction rates was definitely a result we needed."

NAZ TORUNOĞLU
Programmatic Manager ,OMD Turkey