

Case Study: NTT DoCoMo on FT.com

Objective:

NTT DoCoMo had two campaign objectives:

- Increase brand awareness within their target audience, defined as business decision makers working in information technology and telecommunications.
- Increase the perception that NTT DoCoMo is leading the development of mobile telecommunications.

Within the context of its campaign, NTT DoCoMo also sought to better understand the differences between a run-of-site (ROS) campaign, and one using behavioral targeting.

For the research study, NTT DoCoMo was most interested in looking at traditional brand metrics, brand attributes, and the overall cost of behavioral targeting compared to ROS.

Solution:

To run both the ROS and the behaviorally targeted campaigns simultaneously on FT.com, and use Dynamic Logic as the research provider to test branding results side by side. Because the study was conducted post campaign and on a single site, the only variances in the findings were direct effects of ROS and behavioral targeting.

Results:

Dynamic Logic found that by targeting users based on behavior on FT.com, NTT DoCoMo saw greater lifts across the brand metrics tested. The behaviorally targeted portion of the campaign was more effective than ROS across all key areas: brand awareness, ad awareness and recall, brand attributes, and overall cost.

Brand Metrics (Behavioral Targeting over ROS):

The behavioral targeting results ranged from roughly 40 percent lift to nearly 200 percent lift over ROS across brand metrics.

Brand Metrics Findings (Behavioral Targeting over ROS):

- Aided Brand Awareness Lift = 41%
- Online Ad Awareness Lift = 193%
- Aided Brand Recall Lift = 178%

NTT DoCoMo also saw significant lifts with behavioral targeting across the specific brand attributes tested. The overall average across the attributes was 61 percent lift over ROS and as high as 83 percent lift in one attribute. Because branding was the key objective of the campaign, this data was particularly important to NTT DoCoMo.

“FT.com came to us with the idea of using behavioral targeting to reach opinion leaders and business decision makers that will be instrumental in growing our brand. The results speak for themselves. Behavioral targeting can be an effective and high-performance tool in conveying our message to the right target groups. We are very much satisfied with the outcome of this campaign.”

Masanori Goto - Manager of International Public Relations, NTT DoCoMo

Brand Attributes (Agreement Scores):	ROS	Behavioral Targeting	% Lift
Company am familiar with	22.4%	32.5%	+45%
Company with potential for growth	27.0%	45.1%	+67%
A leader in technology	29.0%	46.0%	+59%
Pioneer in field of mobile telecommunications	26.9%	49.3%	+83%
Reliable company	21.6%	32.7%	+51%
Innovative mobile phone operator	29.5%	45.8%	+55%

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