

# build your data: a case study in brand building, leveraging in-market audiences and emerging channels



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head of product | audience360

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head of marketing | byd



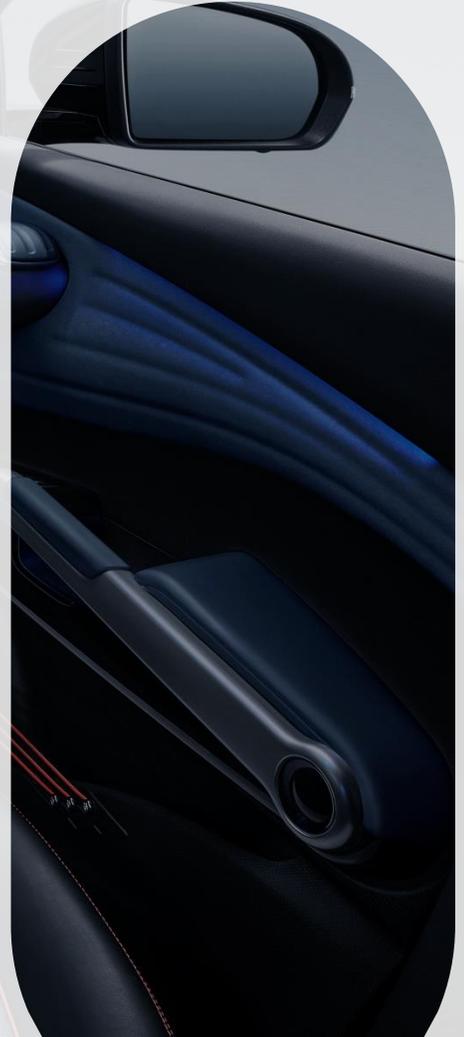
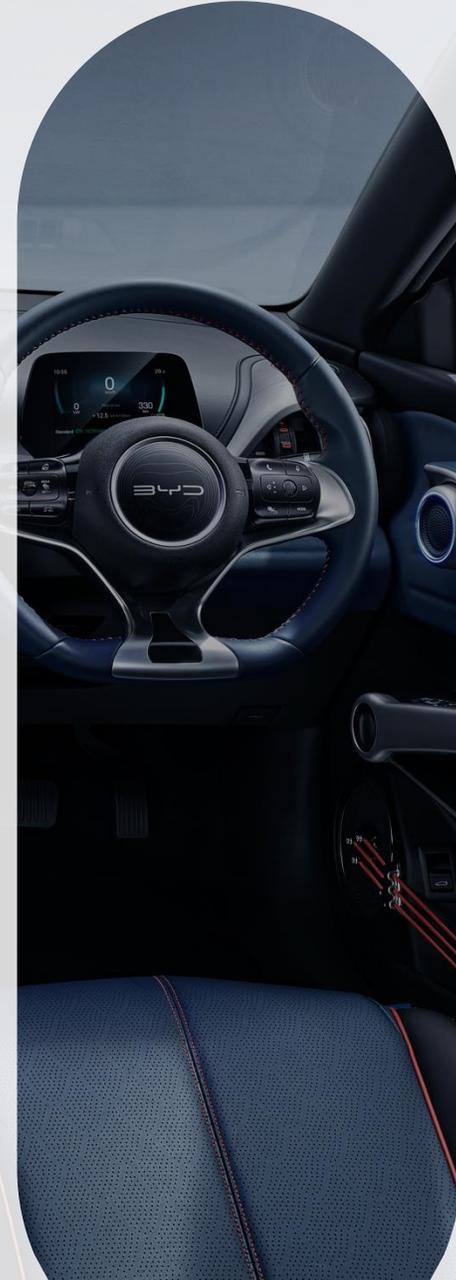


**ENTERING THE AUSTRALIAN MARKET**

**Provide new technology  
to Australian drivers at  
an accessible price**



# CHALLENGER MINDSET



# BARRIERS



TODAY

30 YEARS AGO

60 YEARS AGO

**120 YEARS AGO**

# FORD MODEL T



TODAY

30 YEARS AGO

**60 YEARS AGO**

120 YEARS AGO

# JAPAN | TOYOTA, HONDA, NISSAN

TODAY

**30 YEARS AGO**

60 YEARS AGO

120 YEARS AGO

# SOUTH KOREA | KIA, HYUNDAI

TODAY

30 YEARS AGO

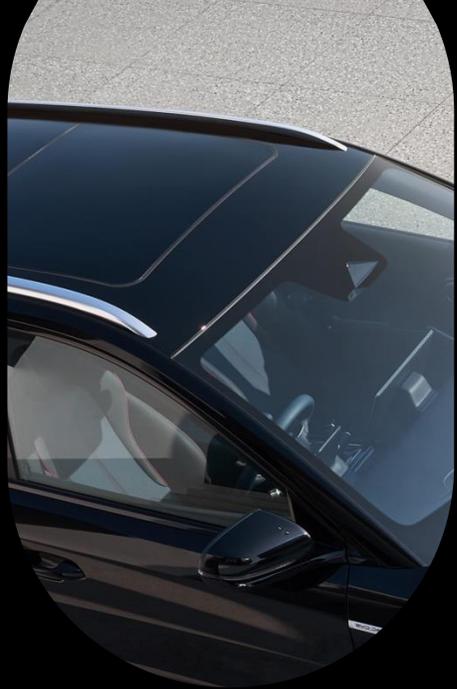
60 YEARS AGO

120 YEARS AGO

BYD

# OPPORTUNITY





BYD

# THE CHALLENGE



BYD

### BYD ATTO 3

[View in-stock vehicles >](#)

Choose your model.

<b>BYD ATTO 3 Standard</b> (Standard Battery Range) <a href="#">Learn more</a>	<b>\$44,499</b>
<b>BYD ATTO 3 Extended</b> (Extended Battery Range) <a href="#">Learn more</a>	<b>\$47,499</b>

Choose your colour.

**\$47,803 Drive Away Price**  
Drive Away Price for NSW delivery with Private registration.





Longer to convert



Early stages of awareness  
(third party data)

In-market for an EV  
or target model



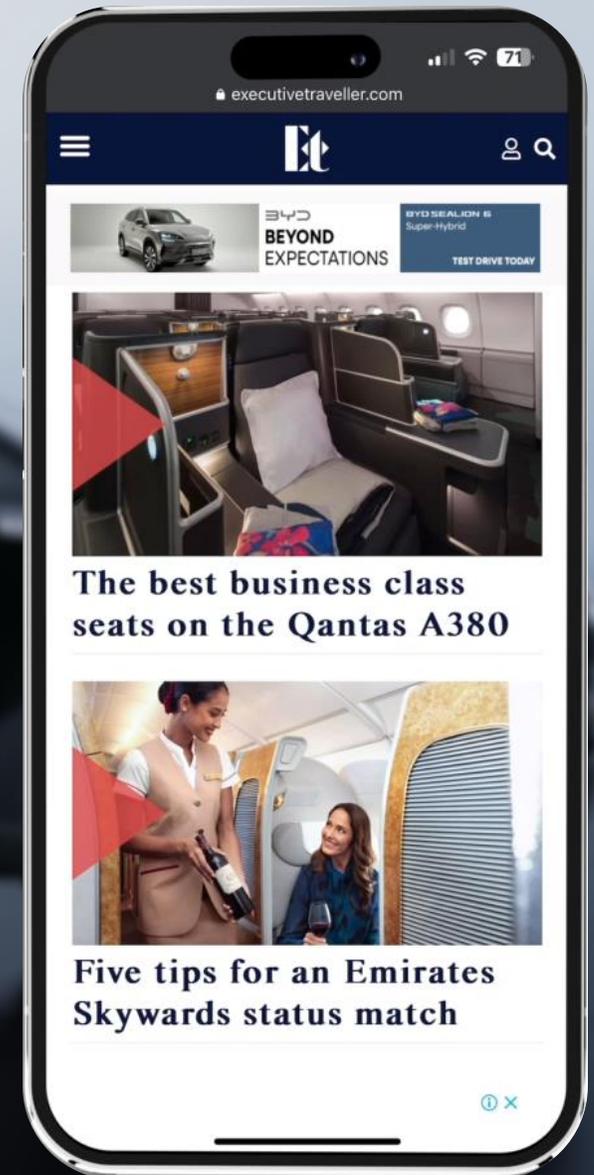
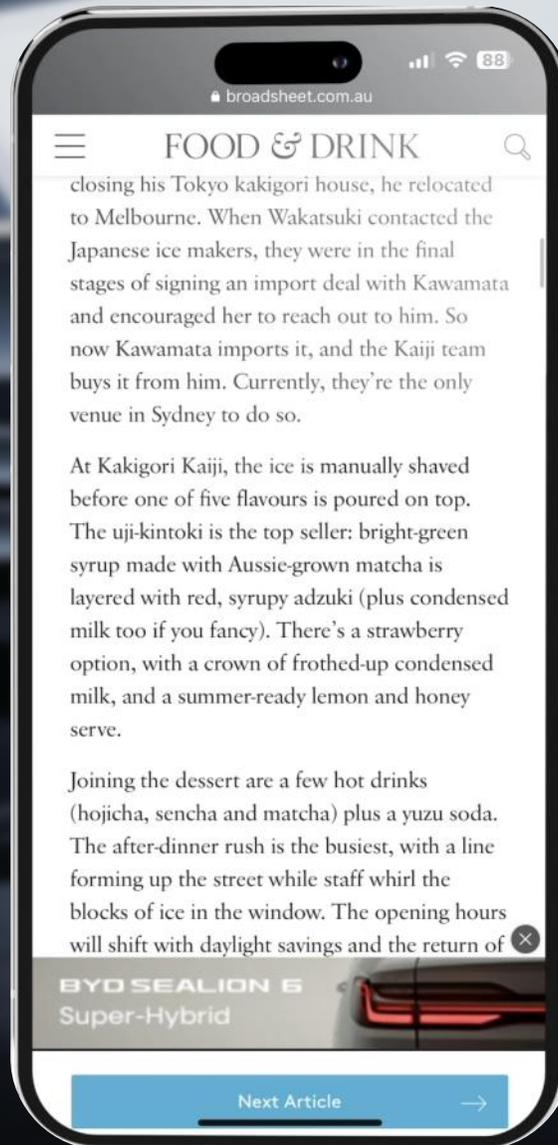
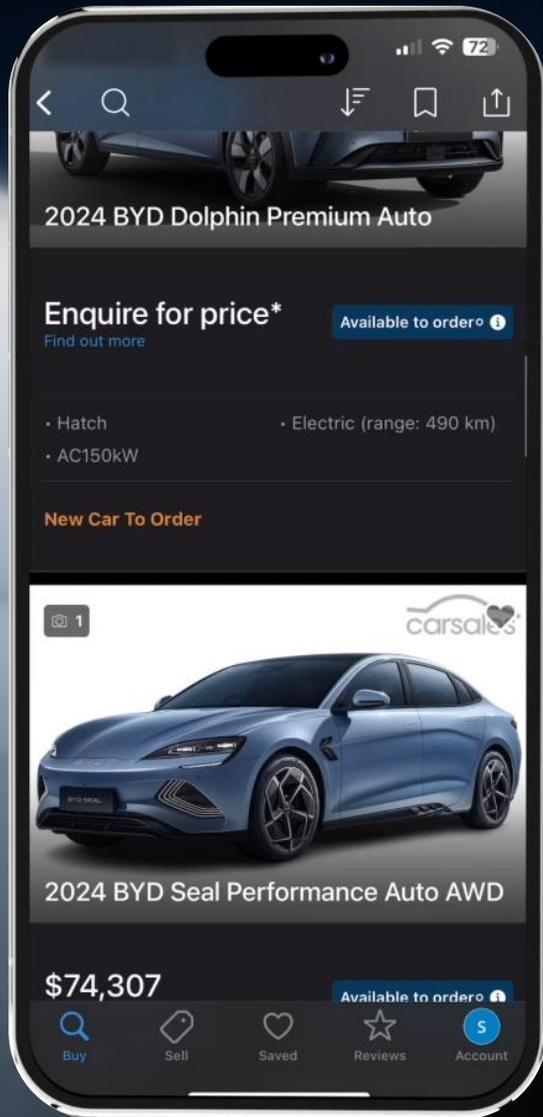
Broad, but  
reduces  
wastage



Retargeting  
(first party data)



Exhausted  
audience

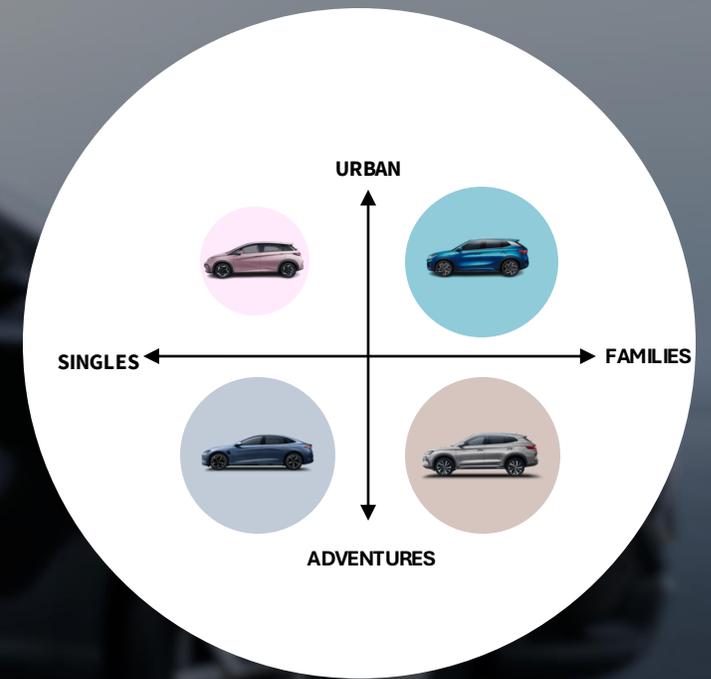




BYD Intenders



EV Intenders



VFACTS Segments

RESEARCH



INTERCEPT THE SHOPPING JOURNEY

BUY A NEW CAR ON THE BYD WEBSITE



DECISION TO BUY A NEW CAR



MORE IN-DEPTH RESEARCH



# RIGHT AUDIENCE RIGHT MOMENT

BYD yango Audience<sup>360</sup>



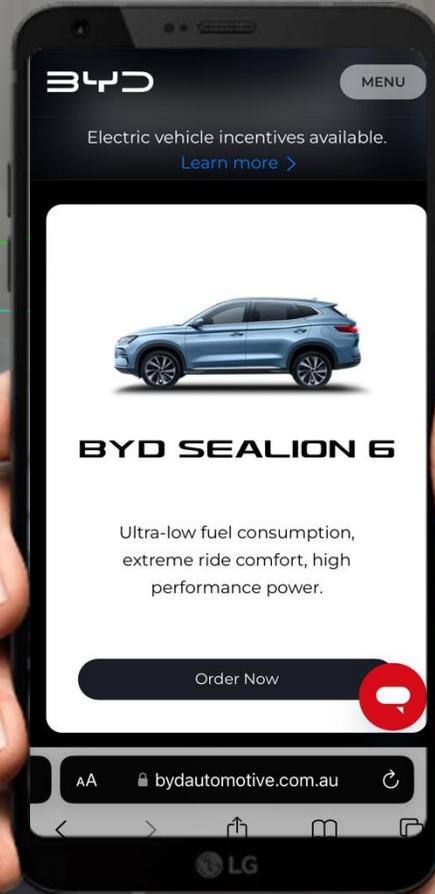
First to market using  
second-party data overlays



DISPLAY



SOCIAL



CTV



DOOH



# UNDERSTANDING AUTO CUSTOMERS



Audience<sup>360</sup>

# BRANDED DATA MARKETPLACE



# VALUE OF USING FIRST-PARTY DATA

Ability to capture multiple deterministic signals

Privacy Legislation compliant

Provides unique audience insights using scalable,  
non-modelled data sets

Ability to use multiple signals to reach the  
consumer through their purchase journey



# AUDIENCE TAG MEASUREMENT & INSIGHT



Actions on BYD site

Actions on exclusive  
partner sites



# AUDIENCE TAG MEASUREMENT & INSIGHT

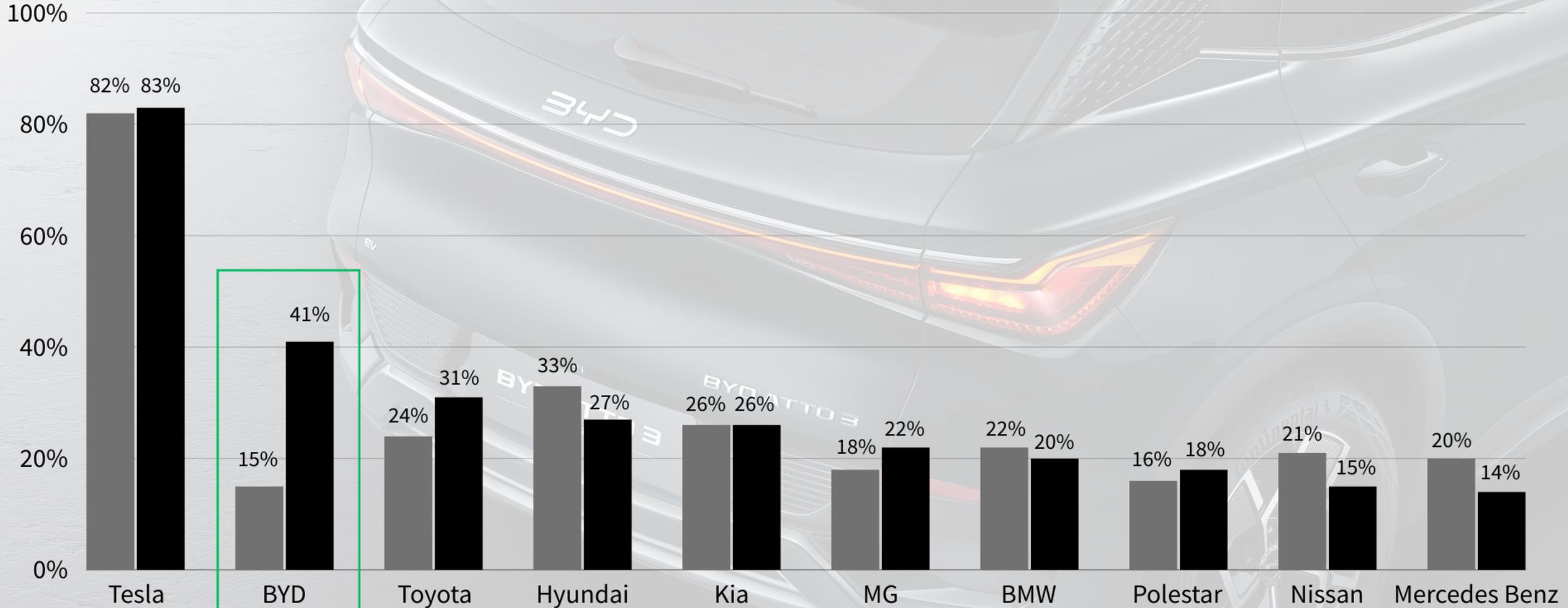


Understanding of  
BYD customer



# UNPROMPTED AWARENESS - TOP 10

■ May-23 ■ May-24



BYD



Mercedes-Benz



The largest MoM increase (51%) was in line with CTV commencing using Audience360 1P data

# BEST SELLING YEAR



↑ **150%**

**MoM SALES**

↑ **67%**

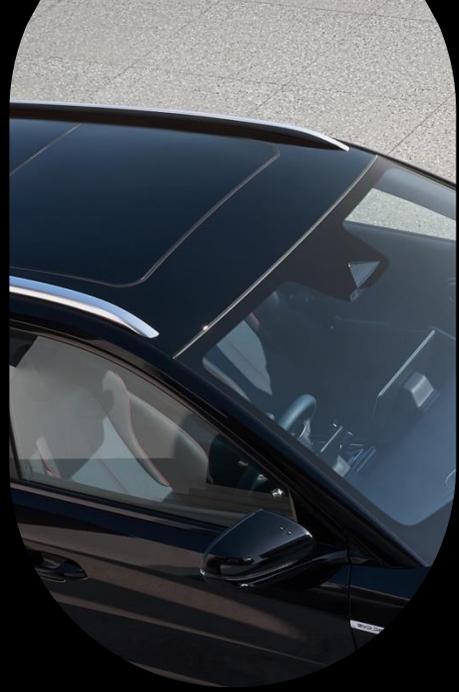
**YoY SALES**

**AUGUST RESULTS**



# FASTEST GROWING AUTO BRAND





BYD