

Case Study

Yango teams up with Adform and Audience360 to drive impactful results for BYD

yango Audience³⁶⁰ **BYD**



Results: Australian Independent Media Agency Yango partnered with data provider Audience360 and Adform to drive increased brand awareness, website traffic and sales for fast growing automotive brand BYD. Audience360's in-market data enriched by ID Fusion, helped fuel a cross-channel strategy that delivered smarter, more effective campaigns with measurable impact, to significantly scale the business.

118%

user increase on site
(Jan-24 vs. Jun-24)

56%

display engagement
rate growth
(Jan-24 vs. Jun-24)

26%

surge in YoY unprompted
awareness
(May-23 to May-24)

10.5%

of exposed audiences
booked a test drive



"Audience360's partnership with Adform has transformed our approach to targeting in-market audiences, allowing us to reach specific audiences across devices and channels, significantly improving engagement and conversions, making this partnership invaluable."

Dylan Sargent
Senior Media Manager, Yango



"Adform's flexible platform has allowed our clients to access our high-value audiences seamlessly with minimal data loss. The combination of Audience360's data with Adform's ID Fusion has been instrumental in enhancing our client's campaign performance across different channels. "

Shruneek Prasad
Head of Data and Product, Audience360

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Why Adform?

Yango partnered with Adform to diversify their targeting capabilities and increase performance across their programmatic activations. Tapping into data partner Audience360's in-market audiences, and enrichment from Adform's identity solutions ID Fusion, to further extend their reach across cookieless environments and user devices.

Challenges

Yango worked with BYD to disrupt the Australian auto landscape. Utilising media in a revolutionary way, the agency knew data was key to unlocking rich audiences with minimal wastage.

Having to build awareness fast, Yango leveraged third-party data broadly, to target Auto Intenders with the goal to nurture and push them through the funnel. Simultaneously applying first party data to retarget users who had already been to the website, supporting them to either book a test drive, or purchase online.

This approach proved limiting. Third party audiences typically require a longer conversion timeframe, conflicting with the need for rapid sales. At the same time, with BYD being new to the market, website visits were still low, so their first party audiences were exhausted quickly.

Yango knew they needed to expand on this approach, to ensure they were reaching users not only at the top and bottom of the funnel, but also those who had shown, through data, that they were in the market to purchase a new car.

Solution

To address these challenges, Yango partnered with Audience360 who have an exclusive data partnership with leading car marketplace Carsales. Audience360 are able to send their audiences to Yango via a seamless connection between their Adform DMP and Yango's DSP. Yango were able to access high value and decoupled datasets ready to activate across their campaigns.

Yango was able to tailor messaging for the full range of BYD vehicles, targeting segments including those looking at BYD, people looking at EVs, intenders for medium SUVs across different price points.

All segments shared had Adform's ID Fusion enabled, allowing Yango to unify user identities and target those users across multiple devices. This meant audiences could be precisely targeted regardless of whether they were browsing on desktop, mobile, or tablet. This significantly extended reach, with greater consistency in messaging and fewer missed opportunities across the funnel. Ultimately, this drove a substantial uplift in website traffic, boosted brand awareness, and increased sales.