



**dynata™**

**acceleration**  
A WPP Company

# Global Home Furnishing Giant **Boosted ROI** with Dynata's Audience Activation Solution

## THE CHALLENGE

Acceleration, a data and tech consultancy arm of WPP, was supporting a leading global home furnishing brand who was struggling to translate their wealth of data into targeted marketing campaigns that resonated across diverse markets.

## THE SOLUTION

Acceleration leveraged Dynata's first-party data to create high performing and scalable audiences

**Multi-source data fusion to identify the right audiences:** Acceleration integrated their client's segmentation with WPP's proprietary data sources, leveraging Dynata's first-party data to gain rich understanding of the brand's ideal customer segments and create a consented data seed foundation.

**Data models based on real people to maximize reach:** The privacy-compliant data seed was used to build lookalike models to create addressable audiences in programmatic and social buying platforms. targeting on digital platforms.

## THE IMPACT

### Data Fuels Growth & Drives Revenue



**€5M Revenue Boost:** Acceleration's data-driven approach drove significant business impact by connecting strategic audience segmentation to media buying.



**19% decrease in cost per quality visit:** A/B testing confirmed that compared to the client's usual in-platform audience, the new audience was cheaper to target, with a 19% lower cost per quality visit (CPQV) and a 16% lower cost per click (CPC). It was also more engaged, with a 10% higher click-through rate.



“Dynata’s partnership and data-driven insights were crucial to our success. Their technology helped us achieve a €5M revenue boost and significantly improve campaign efficiency across key metrics. We saw notable increases in CTRs and quality website traffic — a testament to Dynata’s role in our precision targeting.”

**Carsten Lind,**  
*Partner – Business Solutions,,  
Acceleration*

## WHY DYNATA

### The Global Data Advantage for Precision Marketing

Dynata’s global data, advanced technology, and marketing expertise were instrumental in Acceleration’s success. This partnership enabled the creation of highly targeted and impactful campaigns, and an approach which Acceleration could easily expand and apply to all clients.

**Accelerate Your Marketing Success with Dynata.**

Contact Dynata today

