CASE STUDY | GAMING

InnoGames—Cookieless Buying

Xandr's capability to target cookieless users allowed InnoGames to achieve incremental reach of relevant users at a low price leading to great campaign results.

The Challenge

Excluding cookieless users negatively impacts performance campaigns.

InnoGames works with Xandr Invest to acquire new users for their game "Forge of Empires". Optimizing towards a low CPA requires user addressability; however new market trends and regulations are causing an increase in cookieless users. They represent up to 45% of browser traffic in Germany.

› **Users consent** is often necessary to process personal data for advertising — more and more users do not give their consent and decide not to be tracked.
› **Browser technologies** block user tracking by default, making 3rd party cookie targeting and measurement more challenging.

The Solution

Targeting cookieless users through Xandr Invest offers incremental reach.

Gaming related sites offer a perfect fit for InnoGames' advertising with Invest DSP, as they can reach relevant users. Eligible traffic for CPA optimization decreased, but Xandr is listening to cookieless traffic, giving advertisers the option to use this reach for their campaigns. InnoGames targeted these users on gaming-relevant environments in Germany. While optimizing towards a low CPC, user registrations and user behaviour could be tracked and measured via 1st party data on InnoGames' properties. Leveraging this incremental reach for "Forge of Empires" led to outstanding results.

"Targeting cookieless users gave us the option to further scale our campaigns and we even reached better results, because buying this traffic is cost-efficient and user quality is still high."

Stefan Flinterhoff
Senior Team Lead SEA & Display Platforms, InnoGames

"Cookieless users are often excluded from campaign setups but can offer incremental reach and great results. There are many different means to ensure quality, e.g. by running on specific inventory or leveraging viewability thresholds."

Jan-Henrik Scharlach
Associate Director, Agencies & Marketers Central Europe, Xandr

The Result

↓**63%**
Lower CPM

↓**17%**
Lower CPC

↓**11%**
Lower CPA

↑**5%**
Higher User Retention Rate

↑**20%**
Higher Customer Lifetime Value

Compared to InnoGames' Forge of Empires campaign buying users with cookies on the same inventory in Germany.