



## CASE STUDY

# How This AdTech Company Expanded Their Advertising Audience with Five By Five Data



## Challenge

Adtech companies and Demand-side platforms (DSP) have a primary goal in mind. They help advertisers bid on display, video, mobile, and search ad space from a wide range of publishers — helping clients reach campaign goals. Our featured AdTech company promises white label DSP and a customizable self-serve platform for advertising.

But advertising is only as good as the audience it is reaching. Targeting IP addresses alone can be limiting. What happens after working hours when the buyer is home? What if they aren't in the office that day? Serving ads based on IP address targeting can lead to wasted spend and not reaching the right people. This AdTech company approached the Five by Five Data Co-Op with a clear challenge. How do they expand audiences for their clients to reach the right people at the right time?



## Solution

This AdTech company needed better signal coverage and data to power their platform and expand their audience potential so they could bring better value to their customers. They became a member of the Five By Five Data Co-Op (5×5) to get access to that data and transform their business. 5×5 has a unique business model as a co-op. It provides data access that companies never had before. The more members, the stronger the data gets, because members contribute their own exhaust data back into the co-op. It's an anonymous and trustworthy ecosystem that provides the data sets that members need to uplevel their business.

So, how did this AdTech company expand their audience beyond IP-based targeting? The answer is in person-based marketing and the most expansive identity graph available on the market.

Let's consider this real example:

A large Dental Network was trying to expand their coverage by acquiring independently owned practices. Their goal was to reach dentists and small business owners to share the value of joining their network. They started with mail and email outreach but wanted to expand to advertising.

At first, they were targeting dentists based on the office IP address and not seeing any conversions. During the workday, Dentist Jane Doe was busy seeing patients, with little time to consume the digital ads coming across her computer screen. After work, Jane enjoys coming home, answering some personal messages on her phone, and unwinding with her favorite streaming show. The power of 5x5 is connecting Jane's work IP address, personal cell phone, and even her internet-connected TV. 5x5's identity graph can combine disparate online and offline data sources and link them back to a single person, with multiple work and personal devices. Because of this unique identity-linkage, Jane saw a Dental Services CTV ad while watching her favorite show. 5x5 can take email addresses and connect mobile ad IDs (MAIDS), cookies, and IP addresses to target as many devices as possible, reaching Jane anytime and anywhere.

**"There are a lot of legitimate marketers who have mastered multi-channel – digital, social, programmatic. They have partnered with large publishers in health care, but it's at a very high CPM, even \$800 to \$1200 CPM, while targeting a small audience of 100,000 doctors. 5x5's identity graph can give the current market structure a true run for their money."**

– President of Programmatic Advertising, 5x5 Client



## Results

The first ad agency they partnered with only delivered 7 leads in the first 7 months, out of a target list of 40,000 dentists. The Dental Network switched to our featured AdTech company (powered by 5x5) and received 16 leads in the first 90 days.

Because this AdTech company became a member of the Five By Five Data Co-Op, their Dental Network client increased their advertising audience size by 5 times. 5x5's co-op model stands out because it creates easy access for members to receive offline data and online data.

**Our members are anonymous, but our data is transparent.**

The Five By Five Data Co-Op has the data to power your platforms and is proud to be a trusted silent partner for all members.

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