



plural

CASE STUDIES

ABOUT PLURAL: We provide people first, privacy compliant solutions designed to enhance, activate and validate, engagement with consumers



210MM
ID'S

3K+
SEGMENTS

3 KEY
PILLARS

Generational,
Location, Culture

DIVERSE AUDIENCES



17.47%*

Black, Hispanic, & Native American views

17.46%*

increased visits to Health Centers

4 yr

Tracking Study

*Avg View%



6 NEW

segments revealed

\$45mm

incremental sales and among hidden Luxurs



33.3MM

childbearing women not on birth control

17.5MM

Non-Hispanic White

19.8MM

Multicultural Audiences

Better Outcomes for Diverse Communities

To help improve health outcomes for highly impacted racial and ethnic communities by addressing hypertension as a key risk factor.

OUTCOME: Precisely targeted media and messaging to Black/African, Hispanic and Native Americans that exceeded industry benchmarks in views, visits, and engagement. It also increased visits to BIA Health Centers to learn more and get their Blood Pressure Checked.

Untapped Opportunities for a Luxury Manufacturer

Reveal ways to grow their business and differentiate themselves from competition.

OUTCOME: Revealed six distinct segments that exhibited preferences for specific luxury categories relevant to them. This provided the framework for each brand manager to develop its own target strategy. A roadmap was also provided for product innovation that brought entry and mid level luxury shoppers into the high-end umbrella franchise.

Increase Rx access to OTC Contraception

To improve access to birth control by removing barriers with Rx to OTC Switchers and addressed women's key needs by aiding direct consumer purchases straight off the shelf, with the same ease as buying condoms

OUTCOME: Dispelled the myth that those not using birth control were in rural areas.

44% are in Urban A counties
29% are in Suburban B counties
13% are in semi rural C counties
13% in rural D counties

AUTOMOTIVE



30%
decrease in CPM

75%
above index for
ALL key attributes

40%
overdelivery on
uniques and leads

Using accuracy to efficiently acquire customers

Drive awareness for the debut of a mid size sedan

OUTCOME: Curated data segments with CTV to create a campaign. Precisely targeted media and messaging to in market audiences 25-49, including multicultural segments.



8
segments revealed

3MM
incremental in
market targets
found

38%
profitable
impressions

Increase in-market audiences for EV vehicle launch

Reveal ways to grow in market audiences for EV vehicles and make them profitable with multicultural segments

OUTCOME: Doubled the in-market audience for multicultural audiences and women for targeting with media. Matched to additional groups to launch campaign including CRM and shopper. Increased profitable sales attributed to media.



3
segments to target
for launch

17 MM
Increase in available
diverse audiences

161%
more coverage for
Black/AA audiences

Re-Launch Iconic vehicle across multiple audiences

Improve targeting and audience size across multicultural and female segments for major launch of retro vehicle brand

OUTCOME: Increased loyalty segments by matching to CRM and email respondents across multicultural audiences. Created Omnichannel segments across all media both CTV and Linear as well as digital. Increased campaign reach and targeted content to drive more qualified leads to dealer from data powered segments.

THANK YOU

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