Start.io

Case Study

Start.io Audiences At Scale On Retargetly

The Start.io platform enables marketers to access hundreds of mobile user segments on Retargetly. Advertisers can leverage segments that include custom-defined audiences or choose from a vast selection of syndicated segments based on shopping behaviors.

Goal

Retargetly is constantly looking for technology partners who can enhance and enrich its offering in various domains. Finding trusted first-party data to build AI-driven audiences in the mobile in-app domain is a significant challenge. Creating accurate mobile audiences, globally and at scale, is a solution that very few tech companies can deliver. Retargetly chose Start.io thanks to its LATAM pre-pack segments (600+ audiences), ability to create Custom Audiences, mobile in-app environment, and quick responsivity.

Process

Start.io's platform allows marketers to access hundreds of user segments, each containing relevant, active consumers. Advertisers can leverage segments that include custom-defined audiences or choose from a vast selection of pre-packaged audiences based on shopping behaviors, demographic characteristics, product affinities, mobile carrier subscriptions, devices, and more behavioral characteristics.

Start.io builds custom audiences, all carefully crafted, while maintaining a fast response time to align with the needs of Retargetly's clients. Segments were created with a dynamic approach, using multi-mobile device signals that include apps, location, device information, and more. Because Start.io has the fifth most popular SDK in the world, Retargetly was able to use the segments to reach users in any country around the world.

As Retargetly's clients have diverse audience needs, the custom segments varied greatly. Some of the most popular segments used by Retargetly customers included Telco, Shoppers, Banking, Social Media, Video Streaming and more.

The main verticals created as custom segments were Banking, Shopping, Telco and Food. For the Telco custom segments, Start.io incorporated the breakdown for local networks on smaller LATAM markets. For Banking, local brand names were opened both for apps and POI. For Food, local brands were added.

Telco
Incorporated the breakdown for local networks on smaller LATAM markets

Banking
Opened local brand names both for apps and POI

Shopping
Added local food delivery apps

Food
Added local brands

About

Retargetly is the leading data platform in Latin America, enabling consumer data solutions across the region. Its technology processes over 110 billion events a month and transforms them into actionable analytics that fuel audience targeting, measurement, enrichment, and decisioning.

"Start.io's unparalleled install base of over 500,000 apps running their SDK makes them one of the only truly global mobile data players, and the perfect data partner in Latin America. Having the ability to target and understand users across their devices based on the apps they use is unique, and Start.io and Retargetly together can offer that and much more."

Santi Darmandrail
COO of Retargetly

Highlights

- 150 custom segments created exclusively for Retargetly

- Custom/syndicated segments based on apps, location, local brands & device data

- 10% revenue generated from custom audiences

- Custom audience revenue by industry: 100% Telco, 48% Financial services, 14% Shopping, 8% Food

Outcome

Start.io helps Retargetly generate revenue through our syndicated (prepack) segments while creating additional revenue via tailor-made custom segments to add to their unique offering.

By using Start.io's custom-developed segments as well as our syndicated segments, Retargetly clients were able to grow their audiences and create deeper relationships, leading to increased retention rates – key metrics for both advertisers and agencies.
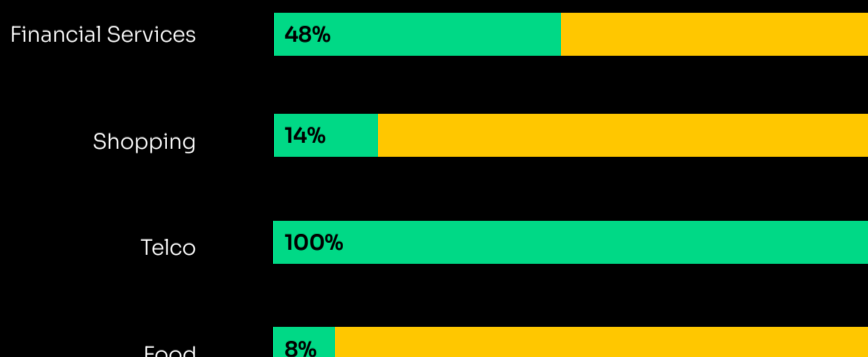
Start.io generated more segment options to meet the growing and evolving needs of Retargetly's customers.

As the partnership between Retargetly and Start.io advanced, Start.io continuously enriched the segments with updated data. In total, we've created slightly more than 150 custom segments since 2020. Custom audiences that demonstrated success were later added to the syndicated taxonomy catalog. Start.io's relationship with Retargetly has vitally helped to shape our taxonomy to better represent LATAM markets.
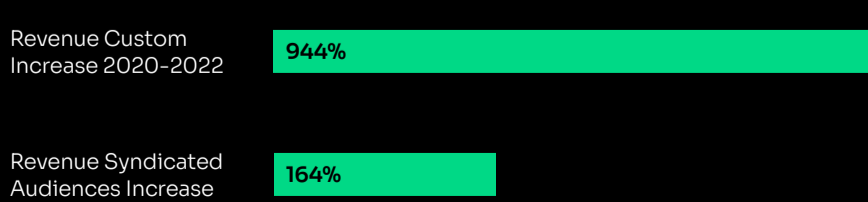
Results

Top Custom Vertical

Custom ■ Prepack ■

Financial Services	48%
Shopping	14%
Telco	100%
Food	8%

When examining revenue by verticals, custom segments played a very important role for Retargetly, mainly in Telco, with 100% of revenue generated through custom segments, and Financial services with 48%.
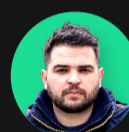
Revenue by Industry (Custom vs Syndicated Audiences)

Revenue Custom Increase 2020-2022	944%
Revenue Syndicated Audiences Increase 2020-2022	164%

Start.io