

Prada Group powers media mix modeling with Tealium's solution for Conversions



PRADA Group

Location: Milan, Italy | **No. of Employees:** 15,000
Industry: Retail Luxury Goods and Jewelry

Prada Group, a leader in luxury fashion based in Milan, Italy, wanted to enhance their LinkedIn marketing campaigns by better leveraging first-party data. Thanks to Tealium's solution for LinkedIn conversions, Prada Group enabled powerful targeting and tracking for their LinkedIn Ads. Tealium's solution uses the LinkedIn Conversions API.



Challenge

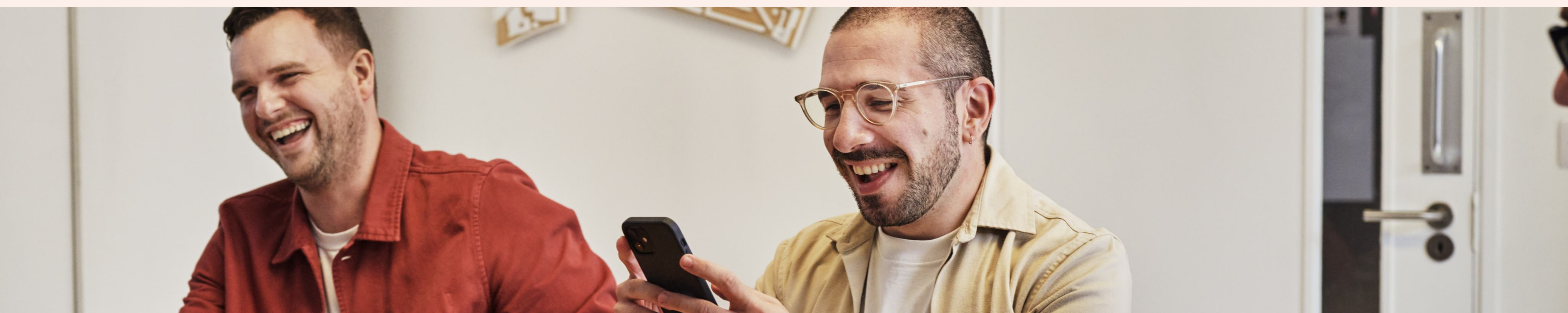
Integrating first-party data for enhanced targeting

- Prada Group is known for its prestigious brands as Prada, Miu Miu, Church's, Car Shoe, Marchesi 1824 and Luna Rossa.
- With a significant portion of their target market active on LinkedIn, Prada Group wanted to expand their social media marketing campaigns on the platform.
- In order to effectively target the right audience on LinkedIn, Prada Group needed a way to incorporate their own first-party data with LinkedIn's deep demographic insights.
- The Prada Group social media team also wanted to access insights that could improve their tracking, measurement, and optimization of campaigns.

“Our campaigns are working better, because they are built off our data sets and the data that we have on the LinkedIn platform.”



Paid Social Media Team
Prada Group





Solution

Media Mix Modeling and optimization powered by Tealium

- Prada Group connected their customer data platform Tealium with LinkedIn using the Conversions API.
- With this integration, Prada Group was able to manage a continuous flow of customer data across both platforms, bringing unique LinkedIn data seamlessly into their own familiar tools.
- These data insights offered a richer view of the customer, as well as tracking of off-platform behaviors that impact campaign ROI.



“This integration has given us the data we need to power our media mix modeling and adjust budgets across channels to better optimize our ad spend.”

Paid Social Media Team

Prada Group



Results

Prada Group enjoys elevated campaign precision

- Since activating the LinkedIn Conversions API, Prada Group has been able to use this enriched data to improve their LinkedIn campaign strategies.
- The social media team has reported a clearer understanding of both their new and existing customer base, enabling them to improve their ad personalization and targeting.

