

# Coco Village sees huge ROAS with UID2 and The Trade Desk

## CASE STUDY

**Client**  
Coco Village

**Method**  
Unified ID 2.0 (UID2),  
Identity Alliance



The family-owned Coco Village is a Canadian-based manufacturer and online retailer of high-quality, stylish, and affordable children's toys, furniture, and apparel. Founded by parents Yoann Desrosiers and Dominik Larose in 2018, Coco Village designs its handcrafted products in-house. The company expanded to the U.S. a year ago, and recently began selling its Scandinavian and European-inspired products in international markets.

Despite a robust following on social platforms, with nearly 250,000 followers on Instagram and more than 400,000 on Facebook, Coco Village wanted to keep reaching new customers — primarily young parents. Like many brands, the e-commerce company uses third-party cookies to track website visitors and collect data that helps them target existing customers and identify similar audiences.

But with the imminent removal of cookies on the horizon, Coco Village decided to explore new ways to reach prospects and future-proof their first-party data with Unified ID 2.0 (UID2) and The Trade Desk.

### ONBOARDING FIRST-PARTY DATA WITH TWO CLICKS

With its initial development led by The Trade Desk, UID2 is a new industry-wide approach to internet identity that preserves the value of relevant advertising, while putting user control and privacy at the forefront. As an upgrade to third-party cookies, UID2 helps advertisers safeguard consumer privacy and helps brands identify their best potential customers across a wide range of Internet platforms and vendors.

The Trade Desk platform enables advertisers to easily onboard and convert customer relationship management (CRM) data into UID2.

**“We thought it would be difficult to implement UID2, but with The Trade Desk platform, it literally took two clicks.”**

### THE RESULTS



**37%**

incremental lift



**1,072%**

return on ad spend in Canada



**385%**

return on ad spend in the United States

**“By using The Trade Desk platform, we can leverage a secure identity foundation like UID2 alongside other available data to make the most of every impression.”**

“We thought it would be difficult to implement UID2, but with The Trade Desk platform, it literally took two clicks, and we were up and running. It was so much easier than I expected,” said Guillaume Dalle, programmatic specialist at Coco Village.

UID2 converts email addresses into encrypted identifiers, allowing Coco Village to pinpoint its best potential customers while protecting their personally identifiable information (PII). When consumers log in to browse products, Coco Village automatically converts email data — through The Trade Desk platform — to UID2s.

Coco Village used UID2 to fine-tune their ad targeting strategies in several ways:

- With UID2’s interoperability, they extended their omnichannel reach even further via other leading identifiers, making use of The Trade Desk’s Identity Alliance graph.
- They securely transferred CRM data to UID2s, activating programmatically via The Trade Desk’s platform.
- The team made more informed decisions with CRM data from both online newsletter subscribers and past purchaser segments to execute campaigns.

#### LEADING TO A HUGE BOOST IN RETURN ON AD SPEND

Coco Village immediately unlocked new value from high-quality data sets, while building on a new identity foundation with UID2. After analyzing audience overlap, Coco Village discovered that the ability to leverage new, high-quality CRM data sources for campaign activation could deliver meaningful incremental reach, including:

- A 37 percent boost in incremental first-party audience reach.
- An impressive return on ad spend:
  - 1072 percent ROAS in Canada.
  - 385 percent ROAS in the U.S.



#### CONCLUSION — FIRST-PARTY DATA IS KEY

In an era when issues of consumer privacy and trust are paramount, brands must focus on building and nurturing meaningful first-party relationships with consumers. Partnering with different tech providers will enable companies like Coco Village to test new approaches to leveraging valuable first-party data with more future-proof identity foundations such as UID2.

“By using The Trade Desk platform, we can leverage a secure identity foundation like UID2 alongside other available data to make the most of every impression, while positioning ourselves as a key innovator in the e-commerce space,” said John Edward Cedilla, acquisition and retention manager at Coco Village.

No doubt, with the phasing out of cookies, now is the time for brands to reevaluate their targeting strategies and assess how they can adapt to the changing environment. The sooner brands begin leveraging their data more effectively across platforms, the sooner they’ll see the benefits.