

Case Study

Top 5 CPG Brand



Leveraging a people-based advertising platform to accurately reach specific demos

Challenge

A top five CPG brand approached Viant® to help them drive cross device awareness of their juice brand. They were looking to target a specific demographic of female consumers, age 35-64, with video content across desktops, smartphones and tablets. The client required a digital campaign that would accurately reach their target audience based on actual user registration profiles as opposed to unreliable cookie data.

Solution

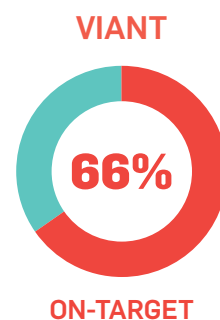
The CPG brand leveraged the Viant Advertising Cloud™, a people-based marketing platform based on one of the largest permission registration databases on the internet.

Using the Advertising Cloud's Identity Management Platform (IMP), which includes 1 billion opt-in profiles, Viant is able to target users against audience characteristics such as demographics, past purchasing habits, and more, with a far greater degree of accuracy. To prove it, Viant measured the demo delivery with comScore vCE, an industry standard measurement of audience campaign reach and frequency.

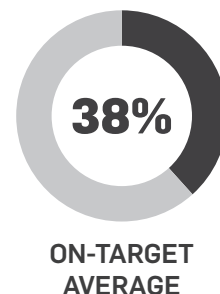
ComScore reported that 66% of the Viant campaign impressions were delivered on target to the client's demo of Females 35-64. ComScore's all category average for on-target delivery within the F35-64 demo is 35%. Overall, the CPG category targeting F35-64 averages 38% on target.

Campaign Results

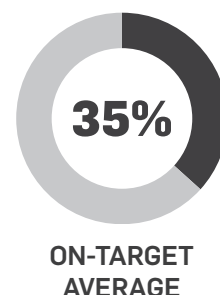
As measured by comScore vCE
Demo: Women 35-64



CPG ADVERTISER



ALL CATEGORIES



CAMPAIGN RESULTS

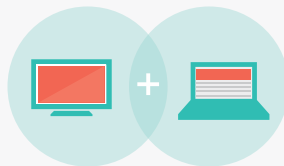
TV ads converted at **2x** the rate of Display ads



TV + Display ads converted at **5x** the rate of Display-only ads



TV + Display ads converted at **2x** the rate of TV-only ads



RETURN ON AD SPEND

Display ads resulted in a **7x** Return on Ad Spend over TV Ads

TV CPM is **10x more expensive** than Display ad CPM



DISPLAY AD ROAS



DISPLAY CPM



TV AD ROAS



TV CPM

PLATFORM METRICS

Mobile accounted for:

**Smartphone & Tablet*



MOST OVERALL SALES: **60%**



MOST IN-STORE SALES: **68%**