

Case Study

Retail Fitness Chain



Measuring TV Ad Effectiveness with Viant's® Multi-Channel Attribution

National TV advertising is an expensive undertaking, often yielding little or no insight beyond typical data points like GRP and TRP. Viant's TV measurement solution links TV ad exposure to website visitation and conversion across consumers' digital devices to give advertisers the same kind of tracking capabilities for TV that they typically see with digital campaigns. As a result, advertisers can better plan, execute, and measure the ROI on their TV and digital campaigns.

Objective

A major retail fitness chain was looking to gain insight into the performance of their national TV ad campaign in driving digital exposure.

Approach

In order to bring accountability to their TV advertising efforts, the fitness chain leveraged Viant's industry-leading TV measurement solution for a two-week national TV ad campaign.

By integrating TV ad exposure data into Viant's people-based platform, Viant was able to measure ad effectiveness by showing who of the TV-exposed audience visited the fitness chain's website and what networks, programs, and creative executions drove the most visitation.

Results

Viant's data proved that alignment between creative and TV content significantly impacts performance. In this instance, the client's humorous ad creative aligned well with comedy programming as Comedy Central performed 14% above average compared to all other networks.

Late night talk shows drove the most website visitation relative to other genres. The Tonight Show Starring Jimmy Fallon delivered the highest site visitation levels followed by Dateline NBC, Archer, and Last Call with Carson Daly.

In terms of TV dayparts, Prime Time was the top delivering daypart, while Late News drove the highest rate of website visitation. Additionally, commercials viewed at 4 p.m. and on Tuesdays led to the highest rate of website visitation relative to other times and days.

Lastly, Viant's reporting highlighted an interesting insight on response latency: many website visitors came days after the TV commercial spot ran, rather than immediately. Using this insight, the agency adjusted their attribution lookback window in order to more accurately attribute for TV conversion latency and deliver a more complete picture of performance.

Campaign Results



Top Performing Networks



Best Performing TV Daypart
Driving Website Visitation
Tuesdays, 4 p.m.



Post TV Engagement
Desktop Delivers 2X More
Visits as Mobile



Humorous Ads Performed Best
on Comedy Programming