

Case Study

Energy Drink Brand



Viant and Adelphic Help Energy Drink Brand Drive and Measure Sales With Real-Time Reporting & Optimization

Objective

An energy drink brand came to Viant looking to measure sales and ROAS for their top-selling drink line and an additional selection of beverages. They also wanted greater granularity in reporting to determine which ad formats are driving the most in-store sales and optimize for those formats.

Approach

Through the Viant Advertising Cloud's direct and deterministic integration with Nielsen Catalina Solutions (NCS) loyalty card data, the client was able to target loyal brand buyers in Viant's self-service DSP, Adelphic.

Leveraging NCS' purchase data metrics (PDM) insights, Viant matched the campaign's targeted identities to generate custom weekly sales reports, allowing the client to optimize throughout the campaign to drive higher in-store sales based on total offline product sales and total household trips.

Using Viant's sales tactic optimization report, a few weeks into the campaign the client found that video, which was the most expensive format in their campaign, was not driving the level of sales that display was, ultimately leading the client to pause video ads and shift more budget to display and native. Throughout the campaign flight, display ad units drove roughly 82% more sales than video, resulting in a higher ROAS for the client.

Results

Overall, the campaign reached 7 million households and the total campaign ROAS of \$5.70 strongly outperformed the average NCS beverage category benchmark* by more than 100%. Viant data insights also proved that the key driver for increased sales was the higher purchase frequency by previous loyal buyers (defined as having purchased within the last 12 months) rather than new or lapsed buyers.

**NCS Benchmark for Beverages is \$2.85*

Campaign Results



Top-Selling Drink ROAS: **\$4.85**
Overall Products ROAS: **\$6.54**
NCS Benchmark of **\$2.85**



Display Ad Format Drove
82%
More Sales vs. Video



Viant custom insights:
Loyal Buyers purchased
at higher rates than
New or Lapsed buyers