

Case Study

Jewelry Retailer



Leveraging Viant's® people-based platform to measure cross-channel return on ad spend

Challenge

After executing a successful holiday marketing campaign with Viant at the end of 2014, this prominent jewelry retailer sought Viant's help in delivering an effective cross-channel campaign during the 2015 holiday season. Seeking to accurately prove efficiency and return on ad spend (ROAS) across TV, digital and their offline retail stores, the client teamed up with Viant to leverage TV automatic content recognition (ACR) measurement tools and people-based advertising solutions.

Solution

To determine the effectiveness of the brand's TV ads, we leveraged our market-leading TV ACR measurement solution. Operated in partnership with several major TV manufacturers, Viant harnesses ACR across millions of U.S. households to capture 100% of TV ad plays within measured homes. For this specific client, we measured TV ad exposure across an exposed sample of four million households.

By integrating TV ACR measurement into our people-based Viant® Advertising Cloud platform, we helped the jewelry retailer measure TV ad effectiveness alongside their cross device digital campaign, which ran across desktop, smartphone, and tablet. Furthermore, the client leveraged our onboarding tool to run the campaign against their customer database of 11 million email addresses, including existing customers as well as prospects who had previously visited their website.

Throughout the campaign, the advertiser provided Viant with a nightly feed of their in-store sales data, which was then matched back to the brand's existing customer profiles within Viant's Identity Management Platform (IMP) – a core component of the Viant Advertising Cloud. This enabled Viant to accurately measure ROAS by connecting customers' cross-channel ad exposure to their offline and online purchases.

Results

This unique cross-channel attribution model (including TV, desktop, mobile and offline/ online sales) leveraged registered user data on a massive scale to establish several important campaign performance conclusions. Notably, campaign analysis revealed that households exposed to TV ads converted at more than two times the rate of households exposed to digital display ads. Although, display ads yielded seven times the ROAS of TV ads it's important to note TV CPMs were significantly higher than display.

Further analysis revealed that mobile (smartphone and tablet) accounted for the largest share of digital impressions (64%) as well as the highest share of overall sales (60%), particularly in-store purchases (68%) in the final days before Christmas.

Campaign Results



Mobile accounted for
68%
of in-store sales



Display ads yielded
7x
the ROAS of TV ads



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