

Case Study

Top 5 Global Vehicle Brand



Winning audiences with a shift from regional spot television to digital video

Challenge

A top-five global car brand sought Viant's® help to transition from the ever more expensive and scarce spot television approach to a targeted digital video strategy.

They were looking to execute a cross device campaign in all 210 major U.S. markets with the goal of reaching prospective car buyers, age 25-54. Already highly coveted audiences, the challenge in reaching these segments via local television is exacerbated in a year where the U.S. presidential election and Olympic programming spike demand for ad inventory, putting particular pressure on regional television advertising.

Solution

Needing to execute a comprehensive campaign consisting of varying creative across numerous U.S. markets, the advertiser leveraged Viant's people-based platform, the Viant® Advertising Cloud, to properly manage cross device reach and frequency while reaching its target ratings point (TRP) and cost per point (CPP) goals.

To reach its target demographic (A25-54) across all major markets and connected devices, the advertiser utilized Viant's TV extension solution, which leverages Viant's massive pool of more than 250 million registered users in the U.S. and vast roster of directly integrated data partners.

Beyond delivering TRPs comparable to television at substantially lower CPPs, Viant was able to tap into the inherent advantages of digital advertising with advanced analytics including creative optimization, conversion attribution and closed loop measurement (ad-to-sale).

Campaign Results

Drive Greater
Cost Efficiency



Achieved as much as

3x

Cost-Per-Point (CPP) efficiency
vs. spot television*

Achieve TRP Goals
Across All Markets



660 average Target Rating Points
for all 210 DMAs, including over
60% of households reached on at
least one mobile device

Reach a Higher Percentage of
Your Target Audience



Adults 25-54

14%

Above industry benchmark**