

Case Study

Premium Television Network



Driving Tune-In with a People-Based Approach

Viant's® deterministic approach drives a 46% uplift in tune-in to the season 7 premiere of a major TV comedy series.

Objective

A premium television network was looking to retain loyal viewers and bring in new subscribers by promoting the season seven premiere of its award-winning TV series.

Approach

The TV network challenged Viant to drive tune-in by executing a three-week digital campaign in the Fall of 2016. Leveraging Viant's TV solution, Viant targeted loyal viewers of the TV series as well as non-viewers who watch similar shows.

Viant's TV solution is enabled by automatic content recognition (ACR) technology, an identification technology that captures second-by-second ad and content viewing behavior across our network of 12M smart TVs. Once this viewer data is collected, it is linked back to individuals within the Viant® Advertising Cloud, Viant's first-party database consisting of 250M U.S. registered users.

Results

Using a new attribution model to determine campaign uplift, Viant compared two groups: individuals exposed to the digital ad campaign and a control group of individuals who met the same targeting criteria as the first group, but were exposed to a placebo ad. Using this model, Viant is able to paint a more accurate picture of actual tune-in lift by comparing an exposed and unexposed audience who share the same characteristics.

Viant found the exposed audience had an impressive 46% lift in tune-in compared to the control audience during the season's first three episodes. Overall, throughout the entire measurement period, which consisted of the season's first seven episodes, Viant drove a 16% uplift in tune-in.

Campaign Results



87% of Smart TVs
in Viant's ACR Footprint
Mapped to Households



Digital Campaign Drives a
46% Increase in Tune-In



Highest Tune-In by Location:
Atlanta, Philadelphia, Los Angeles