



HOME IMPROVEMENT RETAILERS

Viant's® Deterministic Audience Targeting Helps Attain Strong Lift in Buyer Penetration and Spend per Buyer During Key Seasonal Promotions.

■ CHALLENGE

Two leading home improvement retailers sought assistance from Viant to execute their seasonal campaigns and measure sales metrics.

■ METHODOLOGY

Leveraging Viant's deterministic integrations with leading data providers, the retailers were able to competitively conquest shoppers of competing retailers based on known purchase history.

Viant implemented two research studies throughout the campaigns:

1. A randomly controlled trial, which automatically segmented a portion of the total available audience into a control group via a randomization algorithm and served a placebo ad in place of the brand's ad.
2. A Retail Sales Effect report, which measured the retailers' advertising campaigns. Viant's direct integration provides access to actual retail sales data and allows for deterministic measurement of test and control audience behavior.

■ RESULTS

PHASE 1: The Retail Sales Effect reports revealed that the Q2 flight of each campaign drove strong lift in Buyer Penetration, indicating that Viant's deterministic data was effective at reaching the target audience and attracting new consumers. **Retailer 1 had a lift of 11%**, while **Retailer 2 generated a lift of 7.1%**. During this time, these retailers saw an average basket size of \$30.

PHASE 2: The results confirmed that the exposed shoppers captured during the first part of the campaigns (Q2) returned to the stores and actually spent more overall in the second parts of the campaign. Through Q3 and Q4, both campaigns showed a lift in Spend per Buyer. **Retailer 1 drove 21% lift in purchase frequency while Retailer 2 increased lift in purchase amount by 10.2%.**

KEY TAKEAWAY:

Focus on new buyer penetration

KEY TAKEAWAY:

Build loyalty and increase buyer spending