

HOME FURNITURE BRAND CASE STUDY

Viant® Partners with Location Data Firm to Measure Home Furniture Brand's Ad Effectiveness

■ CHALLENGE

A leading home furniture brand launched a three-month, geo-targeted media campaign with a goal to achieve uplift in driving visits to their locations as well as measure the level of consumer engagement with their brand.

■ METHODOLOGY

The home furniture brand partnered with Viant, and leveraged Viant's location-data partnerships, to measure offline ad effectiveness and consumer engagement. The campaign ran between July 1 and September 29, 2018.

■ RESULTS

- **Uplift:** The campaign saw a strong 39.34% visit uplift that far exceeded the verticals for the Home Furniture category.
- **Consumer Insights:** On average, 30% of exposed consumers visited a store within six days. Additionally, 76% of all users spent between 10–52 minutes in store. Data showed that converted consumers also had a strong correlation with the Auto vertical, with Auto buyers being the most popular segment for uplift. This offered the brand greater insights into how best to target future consumers strategically as well as the type of media best able to target auto intenders.