

FOOTWEAR

BRAND

SIZE 10
UK 9 EUR 44

SIZE 10
UK 9 EUR 44

SIZE 10
UK 9 EUR 44

SIZE 10
UK 9 EUR 44

STATS

VIANT

SIZE 10
UK 9 EUR 44

Footwear Brand Drives Sales Among New Customers with Viant's Proprietary Device Graph

CHALLENGE

A popular footwear brand sought Viant's help to drive sales and reach new or lapsed customers using purely prospecting campaigns, without any retargeting tactics.

APPROACH

Viant® onboarded the client's first-party data from a top DMP and matched it to Viant's deterministic device graph for people-based lookalike targeting across all known desktop and mobile devices. Viant used two non-retargeting prospecting tactics: suppressing past purchasers using a conversion pixel and identifying site visitors within the past 30 days by leveraging both Viant data and the footwear brand's first-party data.

Viant kept a tight frequency in order to maximize reach on the best-performing audiences and leveraged pre-bid DoubleVerify segments to manage fraud and viewability. Pixels were placed on the footwear brand's shopping cart and various product pages to help inform optimization efforts such as cart abandonment and time spent.

Sales conversion was tracked using Viant and client-provided third-party pixels, a lookback window of 60 days and a post-impression primary conversion point capturing true channel attribution.

RESULTS

Viant was successful in increasing impression delivery and overall spend on the segments, while keeping performance 12% above the average return on ad spend (ROAS) as compared to the client's numerous other media partners.

Promotional messaging during the campaign also increased purchases of the products as well as a lift in overall brand sales.

>99%
FRAUD-FREE &
BRAND SAFE ADS

12%
INCREASE IN ROAS IN
VIANT'S PERFORMANCE
COMPARED TO OTHERS

99%
POST-IMPRESSION
CONVERSION VS.
POST-CLICK