SOLVING THE CROSS DEVICE DILEMMA

DEVICE USAGE IS SKYROCKETING...
64% of American adults now own a smartphone

Connected Devices per U.S. Household

2007
2015
2.8 devices
10 devices (and rising)

Time Spent Consuming Digital Content per Person per Day:
85 minutes in 2007
173 minutes in 2015

ADVERTISING BUDGETS ARE ADAPTING...
Annual Global Mobile Ad Spend

Mobile as a % of Total Digital Ad Spend:

$101.4B
2016
Digital ad spend will overtake TV as the #1 advertising category in 2016

MARKETERS ARE FEELING THE PRESSURE...
The 2 biggest challenges today’s CMOs face:

1. Quantifying marketing ROI
2. Creating personalized cross-channel experiences

Only 35% of CMOs can track their customers across devices
Only 5% of marketers have seamlessly integrated customer touchpoints

MEASUREMENT REMAINS FRAGMENTED...
Outdated measurement tactics are holding marketers back

COOKIES-BASED MODELING IS TO BLAME...
Anonymous cookies don’t work across devices or in-store

75% of cookies are deleted every month
2/3 of IP-connected devices don’t accept cookies

This has consistently led to...
50% understatement of frequency & a 200% overstatement of reach

THE CROSS DEVICE SOLUTION:
PEOPLE-BASED ADVERTISING

The Benefits:
• Reach real identifiable people, not anonymous cookies
• Create highly personalized cross device campaigns
• Properly manage reach & frequency across devices
• Measure true ROI and attribution online & in-store

PEOPLE-BASED SOLUTIONS FROM VIANT
With one of the world’s largest registered user databases, the Viant Advertising Cloud empowers brands with unparalleled people-based cross device advertising capabilities.
Providing marketers with access to...

1.2B Registered users
113M U.S. households
700M Connected devices
10B Behavioral data points monthly

www.viantinc.com