

# Case Study

## Top 5 CPG Brand



Leveraging a people-based advertising platform to accurately reach specific demos

### Challenge

A top five CPG brand approached Viant® to help them drive cross device awareness of their juice brand. They were looking to target a specific demographic of female consumers, age 35-64, with video content across desktops, smartphones and tablets. The client required a digital campaign that would accurately reach their target audience based on actual user registration profiles as opposed to unreliable cookie data.

### Solution

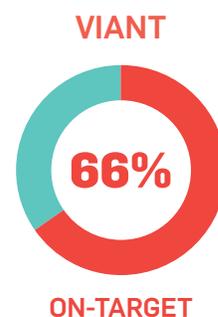
The CPG brand leveraged the Viant® Advertising Cloud, a people-based marketing platform based on one of the largest permission registration databases on the internet.

Using the Advertising Cloud's Identity Management Platform (IMP), which includes 1 billion opt-in profiles, Viant is able to target users against audience characteristics such as demographics, past purchasing habits, and more, with a far greater degree of accuracy. To prove it, Viant measured the demo delivery with comScore vCE, an industry standard measurement of audience campaign reach and frequency.

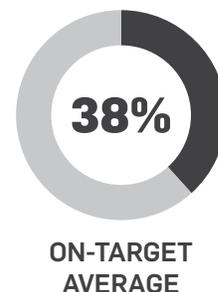
ComScore reported that 66% of the Viant campaign impressions were delivered on target to the client's demo of Females 35-64. ComScore's all category average for on-target delivery within the F35-64 demo is 35%. Overall, the CPG category targeting F35-64 averages 38% on target.

### Campaign Results

As measured by comScore vCE  
Demo: Women 35-64



#### CPG ADVERTISER

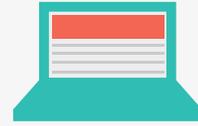


#### ALL CATEGORIES

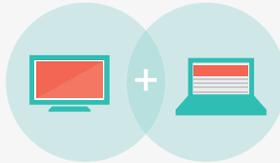


## CAMPAIGN RESULTS

TV ads converted at  
**2x** the rate  
of Display ads



TV + Display ads converted at  
**5x** the rate of  
Display-only ads



TV + Display ads converted at  
**2x** the rate of  
TV-only ads



## RETURN ON AD SPEND

Display ads resulted in a  
**7x** Return on Ad  
Spend over TV Ads



DISPLAY AD ROAS



DISPLAY CPM

TV CPM is **10x more expensive**  
than Display ad CPM



TV AD ROAS



TV CPM

## PLATFORM METRICS

**Mobile** accounted for:

*\*Smartphone & Tablet*



MOST OVERALL SALES: **60%**



MOST IN-STORE SALES: **68%**