

## SUCCESS STORY

# PERFORMANCE-FOCUSED CTV CAMPAIGN DRIVES KEY KPIS

## SUMMARY

A leading retailer with a history of success in linear television recognized evolving viewer habits and the need for a strategic shift to Connected TV (CTV). Partnering with Scale Marketing and leveraging Viant®, they were able to plan, execute and measure a new approach to their CTV campaign.

Scale Marketing strategically aligned the retailer's CTV ad buys with Viant's advanced CTV targeting solutions to reach target audiences who overlapped with viewers of their high-indexing linear TV shows. Viant's lift and incrementality reporting allowed them to measure the effectiveness of the aligned CTV campaign.

98% of site visits found to be incremental over 60 days following the campaign launch. The campaign also provided a deeper understanding of the retailer's target audience so they could optimize future investments.

## GOAL

Translate historic success in Linear to CTV.

## SOLUTIONS LEVERAGED

- Advanced CTV Targeting
- Conversion Lift Reporting

**VIAINT.**

 **scale**

## RESULTS

**202%**  
LIFT IN  
CONVERSIONS

**98%**  
INCREMENTAL  
WEBSITE VISITS

**32%**  
REDUCTION IN  
COST PER LANDING  
PAGE VIEW

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