

Case Study

Apparel Retail Brand



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

Challenge

A national apparel retailer approached Viant® to help them drive awareness of their seasonal sale, while simultaneously promoting additional savings through their store loyalty card. They were looking to target a specific demographic of female consumers, age 25-54 in 30 geographical areas within the US, who are in-market to freshen up their spring wardrobe. The retailer required a digital campaign that would accurately reach their target audience with the right messaging, based on actual user registration profiles as opposed to unreliable cookie data.

Solution

The retailer and their agency partnered with the Viant® Advertising Cloud, a people-based marketing platform leveraging 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) with a far greater degree of accuracy than most other digital media offerings. To prove it, Viant measured the demo delivery utilizing Nielsen's OCR (Online Campaign Ratings), an industry standard measure of audience campaign reach and frequency.

Nielsen reported that 59% of the Viant campaign impressions were delivered on target to the retailer's demo of Females 25-54. For that same demo, this is significantly higher than the norms for the retail category, as well as the average for all categories combined.

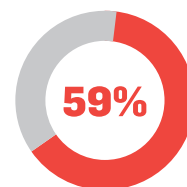
"If these numbers keep up they will be the highest numbers we have seen all quarter."

- Retail Client

Campaign Results

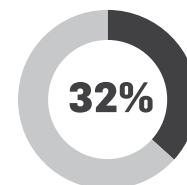
As measured by Nielsen OCR
Demo: Women 25-54

VIAINT IMP



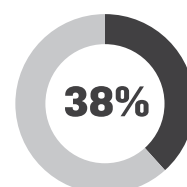
ON-TARGET

RETAIL CATEGORY



ON-TARGET
AVERAGE

ALL CATEGORIES



ON-TARGET
AVERAGE