

Case Study

Major Cable Channel



Driving Tune-In with a Cross-Screen Advertising Approach

Viant's people-based platform proves extremely effective in driving tune-ins from both previous and new audiences.

Objective

A major cable channel was looking to build awareness and drive tune-in to the season two premiere of its leading original TV series, which began airing in late September 2016.

Approach

Tasked with the challenge of driving both existing and new audiences to the show, Viant executed a 5-week cross-screen campaign consisting of digital video, display, and OTT platforms to promote the series' second season.

Leveraging Viant's TV solution, which enables advertisers to deterministically target consumers across their devices based on actual viewing behavior, Viant identified and targeted season one viewers, and extended reach to heavy viewers of similar shows across video and display channels.

Viant used automatic content recognition (ACR) technology from its wide network of smart TV manufacturers to measure audience viewership within the industry-recognized c3 window. ACR is an identification technology that captures second-by-second ad and content viewing behavior across internet connected devices.

Results

Viant determined campaign uplift by comparing two groups: those who were exposed to Viant's cross-screen digital campaign and those who were not exposed to the campaign. Viant found audiences exposed to the cross-screen campaign demonstrated a 5.6x uplift in tune-in compared to audiences not exposed to the campaign.

Campaign Results

CROSS-SCREEN DROVE



6X

**UPLIFT IN
TUNE-IN**



VIDEO COMPLETION RATE (VCR)



BENCHMARK: 60% | ACTUAL: 83.3%