

Case Study

Premium Television Network



Driving Tune-In with a People-Based Approach

Viant's deterministic approach drives a 46% uplift in tune-in to the season 7 premiere of a major TV comedy series.

Objective

A premium television network was looking to retain loyal viewers and bring in new subscribers by promoting the season seven premiere of its award-winning TV series.

Approach

The TV network challenged Viant to drive tune-in by executing a three-week digital campaign in the Fall of 2016. Leveraging Viant's TV solution, Viant targeted loyal viewers of the TV series as well as non-viewers who watch similar shows.

Viant's TV solution is enabled by automatic content recognition (ACR) technology, an identification technology that captures second-by-second ad and content viewing behavior across our network of 12MM smart TVs. Once this viewer data is collected, it is linked back to individuals within the Viant Advertising Cloud, Viant's first-party database consisting of 1.2 billion registered users.

Results

Using a new attribution model to determine campaign uplift, Viant compared two groups: individuals exposed to the digital ad campaign and a control group of individuals who met the same targeting criteria as the first group, but were exposed to a placebo ad. Using this model, Viant is able to paint a more accurate picture of actual tune-in lift by comparing an exposed and unexposed audience who share the same characteristics.

Viant found the exposed audience had an impressive 46% lift in tune-in compared to the control audience during the season's first three episodes. Overall, throughout the entire measurement period, which consisted of the season's first seven episodes, Viant drove a 16% uplift in tune-in.

Campaign Results



87% of Smart TVs
in Viant's ACR Footprint
Mapped to Households



Digital Campaign Drives a
46% Increase in Tune-In



Highest Tune-In by Location:
Atlanta, Philadelphia, Los Angeles