

Case Study

Luxury Retail Advertiser



Challenge

The holiday season is the most critical time of the year for large retailers. Consumer spending is high and capturing substantial share of the consumer's wallet is paramount. In 2014, this luxury retailer was charged with increasing sales and market share with its digital marketing spend against competitors who had substantially more media support. Armed with its valuable CRM data and eager to understand the relationship between online behavior and their in-store transactions, the retailer turned to Viant® and the Advertising Cloud™.

Objectives

- Leverage the Luxury Retailer's customer list of over 10 million emails
- Extend prospecting to known luxury shoppers
- Measure both online and in-store sales to track effectiveness
- Determine optimal pathway to purchase

Strategy

1. Onboard client email list into an addressable target list
2. Identify in-market luxury shoppers for prospecting efforts
3. Link ad exposures and channel touches back to both online and in-store sales
4. Analyze return by channel and determine optimal cross channel path to purchase

Approach

Viant deployed its Ad Cloud to:

- Onboard the retailer's customer segmented email list; matched 45% to Viant's profile of identities
- Leverage onboarded identities to target these customers cross device (computer, smartphone, tablet) and cross-format (display, video)
- Correlate all measurable campaign exposure data: media, site traffic, paid search and email to both online and in-store sales

Outcome

Viant leveraged its fully integrated platform to deliver targeted cross device and format advertising to the retailer's existing customers as well as other prospective luxury retail shoppers. The luxury retailer measured the impact on both online and in-store purchases, while gaining much needed clarity into cross device and cross channel effectiveness. Having a clearer understanding of their consumer's pathway to purchase, they were able to better optimize elements of their campaign paving the way for a highly success holiday sales season in which they outperformed their two largest competitors.

Campaign Results



27X

Buy Rate
Improvement



30K

Households
purchased online



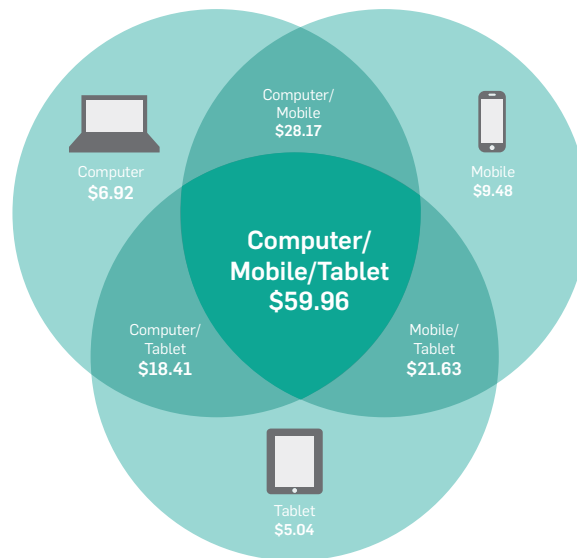
73K

Households
purchased in-store

The Viant Advertising Cloud™ processed millions of inputs across multiple consumer touch points



Highest Buy Rate occurred where shopper messaged on all 3 devices



The Viant Advertising Cloud™ reporting aggregates conversions into the most common pathways of exposure

PATHWAY TO CONVERSION								
DEVICE: Format		% Conversions	% of Sales	Sales	Conversions	\$/Conversion		
Computer: Video	Tablet: Display	Mobile: Display	Computer: Display	5.06%	5.42%	\$1,939,521	5,997	\$323.42
Computer: Display				6.95%	4.79%	\$1,711,883	8,245	\$207.63
Computer: Display	Computer: Display			5.60%	4.29%	\$1,532,752	6,664	\$230.70
Mobile: Display	Tablet: Video	Computer: Display	Mobile: Display	3.73%	4.03%	\$1,422,469	4,419	\$326.42
Mobile: Display	Mobile: Video	Tablet: Display	Computer: Display	3.68%	3.91%	\$1,399,327	4,365	\$320.58