Case Study
Global Automaker

Global Automaker Takes Control and Gains Transparency by Stepping Outside the Walled Gardens

Objective

A global auto manufacturer came to Viant with the goal of increasing their market share 5% by 2020. The client was looking to embrace new and emerging ways to conquest customers, as well as innovate their customer journey and accurately attribute of offline sales to TV and digital exposures.

Approach

Viant helped this client accomplish these goals by employing an open and transparent people-based approach. First, Viant identified in-market auto shoppers and previously overlooked buyers on a 1:1 basis by leveraging deterministic data from the Viant Advertising Cloud's pool of 1 billion + registered users, as well as vehicle sales and ownership data from Viant's partnership with Urban Science, the leading automotive industry data provider. Urban Science collects automotive sales data from 99% of automotive brands in the US in near real time; they collect data through direct partnerships with Original Equipment Manufacturers (OEM) and their respective dealers.

Once these shoppers were identified, Viant layered in additional segments like an auto-intender group and a conquesting segment in order to hone in on the most relevant audiences to ensure delivery of ads to the right individuals, across all of their connected devices.

Using Viant's multi-touch attribution suite, the auto brand was able to see the impact of their digital campaign and measure their audience's journey back to actual dealership sales. Throughout the campaign, Urban Science sales data was sent directly to the Viant Data Analytics Platform (DAP), giving the client a near real-time picture of the pathways of devices and channels that led to a sale.

They were also able to measure TV ad exposure on actual vehicle sales by leveraging Viant's partnership with Inscape's automatic content recognition (ACR) technology.

Results

The client went from being trapped by the walled gardens and their black box data approach to achieving the industry's first truly 360-degree view of auto buyers. With Viant, this auto brand was able to accurately attribute offline vehicle sales to their TV and digital media campaign. In total, 885 vehicles sold were directly attributed to Viant's campaign, accounting for $22.1 million in sales.

Campaign Results

885 Vehicles Sold
Accounting for
$22.1 Million in Sales

Campaign Conversion Rate
Surpassed Benchmark by 655%

Customers exposed on tablet drove
~10% higher average purchase
value than desktop or mobile,
and ~15% higher than TV

Auto brand's customers
over-index for the *Today Show*
and *Entertainment Tonight*