

OVERVIEW

A financial service company ran a campaign through Viant’s DSP to increase awareness among target consumers. Through Viant's partnership with Upwave, the Brand Outcomes Measurement Platform, the brand saw how Viant was driving Brand Lift in real-time, especially for KPIs critical to the brand, like Consideration. Upwave’s insights also enabled Viant to identify and surface actionable optimizations, helping the brand further improve its Brand Outcomes.

ELEVATING BRAND PERFORMANCE

The financial service company achieved significant lift across KPIs throughout the brand funnel, with impressive performance against the Overall Audience.

AWARENESS

7.1%

AD RECALL

3.1%

CONSIDERATION

4.9%

PURCHASE INTENT

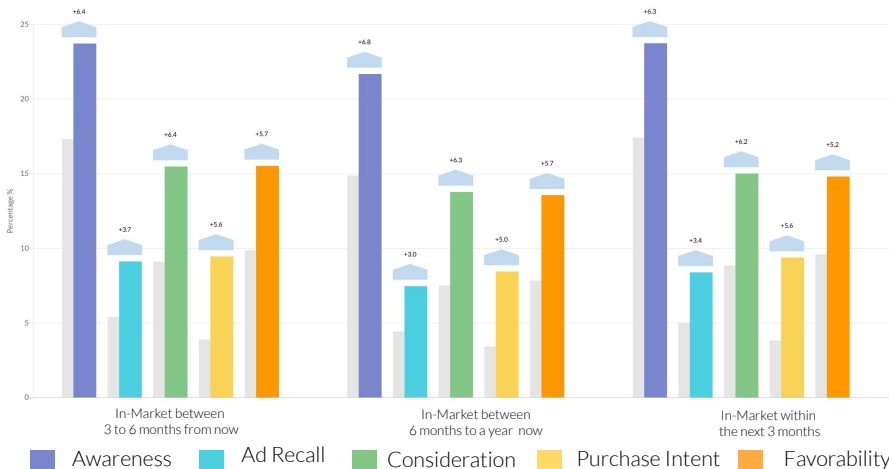
4.1%

FAVORABILITY

4.0%

DRIVING POSITIVE LIFT ACROSS THE BRAND FUNNEL

Viant drove positive lift across the brand funnel especially among a key target of those In-Market for financial services. Awareness and Consideration performed particularly well with those In-Market now and the foreseeable future.



Compared to Upwave Platform Norms, this campaign delivered impactful lift across the brand funnel:

- 5x** lift in **Awareness**
- 2x** lift in **Ad Recall**
- 5x** lift in **Consideration**
- 5x** lift in **Purchase Intent**

KEY LEARNINGS

Upwave also uncovered several Brand Optimization insights, including age groups most- and least-effective at driving key brand KPIs. Individuals aged 18-24 and 25-34 underperformed, while audiences aged 35-44 and 45-54 delivered stronger results across the funnel.

This information gave Viant the information necessary, should the brand choose to reallocate dollars towards better performing demos based on primary brand KPI(s).

