

OVERVIEW

An internet provider company ran a campaign through Viant’s DSP to increase awareness of their brand and drive consideration among target consumers. By leveraging Viant’s partnership with Upwave, the Brand Outcomes Measurement Platform, the brand accessed real-time insights showing which target audiences were driving Brand Outcomes, and how the campaign was successful in increasing Brand Recognition and Consideration.

ELEVATING BRAND PERFORMANCE AMONG THE OVERALL AUDIENCE

AWARENESS

13.5%

AD RECALL

6.6%

CONSIDERATION

9.2%

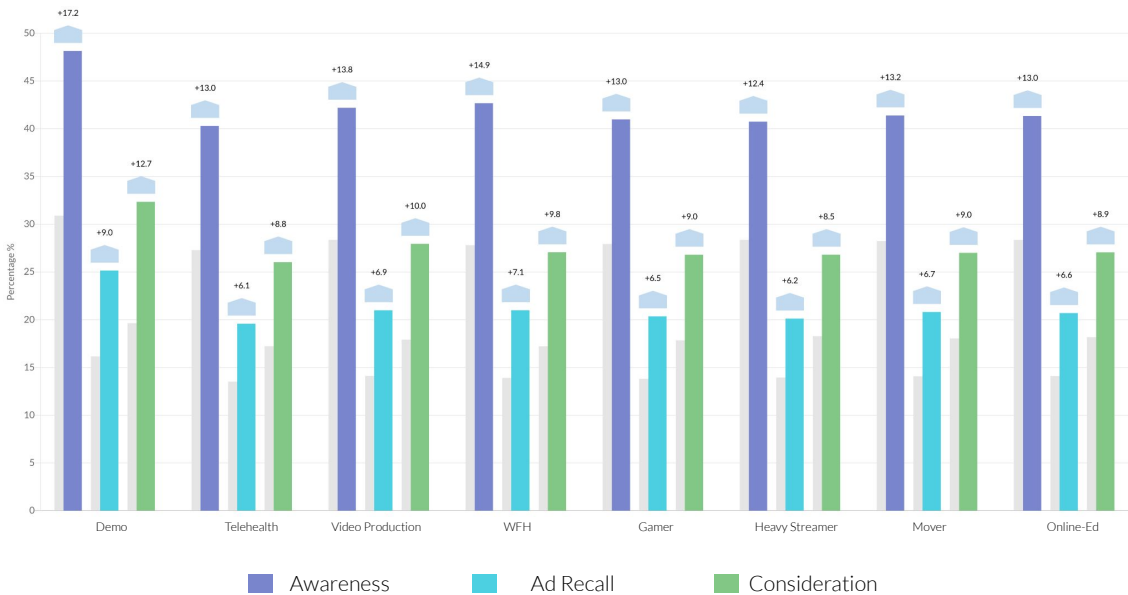
PURCHASE INTENT

6.2%

FAVORABILITY

6.1%

DRIVING LIFT AMONG KEY AUDIENCES



The campaign also drove a significant increase generationally raising awareness on key targets.

+12.5% Gen Z

+15.8% Millennials

+16.3% Gen X

THE VALUE OF CTV

This campaign utilized several core channels and a further Upwave analysis shows that the CTV channel, a focus of this campaign, drove significantly better performance when comparing this campaign to Upwave Tactic Norms (Channel), this Viant driven campaign delivered:

7x lift in Awareness

10x lift in Consideration

7x lift in Purchase Intent