

SUCCESS STORY

AI BID OPTIMIZER ENABLES MEDIA COST SAVINGS TO DRIVE INCREMENTAL REACH

SUMMARY

A casino and online gambling brand searching for new ways to drive site actions while maximizing their advertising budget looked to Viant's innovative advertising technology for a recent campaign.

By leveraging Viant's proprietary and AI-powered Bid Optimizer tool, the casino brand was able to discover efficiencies in their media costs. Viant's attribution methodology, combined with a custom output from the Data Platform, then allowed for comparing these cost-efficiencies with lower-funnel performance metrics. This provided the brand with the ability to increase their overall campaign reach while sustaining CPA goals and not sacrificing performance.

Results from leveraging Viant® solutions saw the casino & online gambling brand drive a 21%* uptick in incremental impressions and lower CPM by 16%*.

GOAL

Drive deposits by leveraging media cost savings to gain incremental reach

SOLUTIONS LEVERAGED

- Bid Optimizer
- Advanced Reporting
- Data Platform

DISCLAIMER: Data reflects savings on media clearing price based on results from over 1.5 billion impressions purchased utilizing Bid Optimizer 7/6/23 and 9/27/23. Actual savings may vary based on channels, inventory suppliers and other factors.

VIAINT.

RESULTS

21%
INCREMENTAL
IMPRESSIONS*

16%
LOWER
CPM*

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