

SUCCESS STORY

VIA NT & AMP DOUBLE NATIONAL RESTAURANT & CPG BRAND ROAS WITH CTV

SUMMARY

To drive revenue and sales performance for a national restaurant and CPG brand selling grocery items, agency AMP partnered with Viant® to increase household penetration, boost purchase frequency and efficiently tie online media to offline sales.

To achieve these goals, the brand leveraged Viant's Household ID™ solution and direct integration with Circana to target a spectrum of high-value consumer segments such as competitive brand buyers, past purchasers, cooking enthusiasts, families and other lifestyle audiences.

The brand partnered with the Viant team and leveraged the Circana Sales Optimization report, directly integrated into the Viant DSP, to analyze their summer strategy and increase ROAS for the overall campaign. Evaluating the report data, made from in-flight optimizations in the DSP, demonstrated that the upper-funnel channel of CTV outperformed display and video in driving in-store sales conversions. This resulted in the CPG brand and AMP allocating greater campaign dollars to CTV, including Hulu, for the fall campaign.

With CTV now part of their media mix, they transitioned to CPSV (cost-per-site visit) to increase revenue and achieve sales goals. As a result, ROAS almost doubled across the campaign, from \$5.89 to \$10.44.

GOAL

Increase household penetration and purchase frequency to grow revenue and in-store sales.

SOLUTIONS LEVERAGED

- CTV | Viant® Household ID™ Solution | Circana Audiences
Circana Sales Optimization in Advanced Reporting (Powered by Circana Campaign Conversion Feed, in-flight optimization solution)

VIA NT.

amp

RESULTS

\$5.89
ROAS WITH
DISPLAY & VIDEO

\$10.44
ROAS WITH
CTV EXPANSION

2X
ROAS
WITH CTV

viantinc.com