

SUCCESS STORY

NATIONAL INSURANCE BRAND ATTRIBUTED 2X MORE PURCHASES USING THEIR FIRST-PARTY DATA

SUMMARY

As third-party data signals decline, advertisers need to shift to publishers' and their own first-party data for more precise media attribution.

To validate this strategic shift, a National insurance Company partnered with Viant for a targeted, omnichannel campaign. Leveraging secure data transfer via Tealium (CDP), the brand entrusted Viant with their encrypted first-party conversion data, paving the way for comprehensive conversion lift reporting. Outcomes surpassed expectations, with over 1.5X more attributed conversions. This success underscored the superior quality of first-party/server-side conversions in driving campaign optimization and performance in the cookieless age of digital advertising.

GOAL

Prove that first-party data enables better measurement quality.

SOLUTIONS LEVERAGED

- Data Transfer through Tealium (CDP)
- Conversion Lift Reporting
- Viant Data Platform

VIAINT.

RESULTS

2X
TOTAL
PURCHASES

1.6X
TOTAL QUOTES
STARTED

1.4X
TOTAL QUOTES
COMPLETED

viantinc.com