

SUCCESS STORY

GLOBAL DIABETES CARE BRAND DROVE BRAND AWARENESS LIFT BY 5.3% WITH VIANT

SUMMARY

Dentsu looked to Viant's people-based advertising technology and Upwave's reporting to help increase and accurately attribute brand awareness and consideration for a global diabetes care brand.

For campaign planning, execution and closed-loop reporting, Dentsu matched their M1 segments to the Viant® Household ID. They were then able to understand lift for awareness and consideration with Upwave's Brand Lift Analytics. Combining the real-time results from product-focused questions within the Brand Lift Analytics and Viant's people-based technology, the team optimized based on better-performing demographics, resulting in greater than 5% lift in awareness for the CTV-focused campaign.

GOAL

- Increase brand awareness and consideration
- Accurately measure lift for awareness and consideration at a high confidence level

SOLUTIONS LEVERAGED

- CRM onboarding
- Viant Household ID matching
- CTV inventory
- Upwave Brand Lift Analytics

VIANT.

dentsu

RESULTS

+5.3%
LIFT IN PRODUCT
AWARENESS*

+3.9%
LIFT IN PRODUCT
CONSIDERATION*

*BOTH AT THE .95
CONFIDENCE LEVEL

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