

Case Study

Reiss and Threepipe



Viant people-based marketing campaign delivers positive ROI for Reiss and Threepipe.

Problem

The objective of the campaign was to drive a new set of potential customers to shop online for Reiss' Spring/Summer 2016 collection. Reiss and Threepipe were looking to reach 25-45 year-old fashion-conscious consumers – both male and female – across a range of premium websites.

Reiss and Threepipe wanted a partner that could deliver a cross-device campaign that was accurate and measurable in its approach to reaching consumers, and deliver proven ROI. Ultimately, Viant was selected as the client's partner due to its people-based marketing capabilities and its extensive track-record of delivering client success.

Solution

The campaign ran as a prospecting effort, aimed at finding Reiss new customers. The goal was to target people that had shown to be in market for likeminded products, therefore Viant began by pinpointing people who were likely to be in market for fashion and retail products.

The Viant Advertising Cloud™ empowers marketers to achieve their goals by enabling them to advertise to real people linked across devices using registered user data and not cookies.

Viant used its people-based marketing technology to reach actual retail shoppers across multiple devices, with full control over the reach and frequency across the users' devices to ensure optimal performance. Importantly, this also ensured that users weren't fatigued by the messaging, and weren't seeing the same ads on separate devices.

The cross-device campaign also leveraged Viant's network of premium publishers across desktop, mobile and tablet inventory.

Stephanie Ross, Global Digital Marketing Manager at Reiss

We were delighted with the results Viant drove for our brand with this cross-device people-based marketing campaign, aimed at prospecting for new customers. The insights that the team provided on the behaviours of our potential customers has significantly affected the way we approach our cross-device campaigns. Particularly the insight into the prolific use of tablet devices was a revelation in terms of where we should apportion our marketing budgets in future.

Changwe Mutakasha, Digital Account Manager at Threepipe

The Viant team delivered across the outlined KPI's. We will look to partner with Viant to achieve outstanding results on future cross-device campaigns.



Campaign Results

750% ROI



57%

Impressions served across mobiles & tablets

58%

ROI driven from mobiles & tablets



Reached **1.9M** Unique Users

18%

Uplift in ROI from tablets