

Case Study

Leading U.K. Bank



Viant people-based marketing campaign delivers extended reach across multiple devices for a leading U.K. bank

Objective

In August 2016, a leading U.K. bank launched two creatives which would run in tandem throughout the summer to improve brand awareness. The objective of the campaign was to reach individuals with ethical interests and values, with video creatives championing community values.

The client was also keen to ensure the campaign reached as many people as possible whilst also minimising wastage. The brief for Viant was to keep a tight control over frequency and ensure the sequential targeting of consumers across their known devices.

Approach

Working with Viant gave the client access to 24.5m individuals in the UK, one of the largest registered user databases in the world, which infuses accuracy, reach and accountability into its cross-device advertising. This was coupled with the huge scale of Viant's premium publisher network to give the campaign extensive reach.

This meant the bank was able to target real people according to their personal ethical interests or values. This included, individual people who engage in charity-based or environmentally focused content and those interested in investing in fair-trade products.

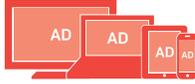
Once these users had been identified, Viant was able to reach them with true cross-device storytelling. By using a people-based approach, Viant pinpointed individual users and the devices they owned to ensure the two different creatives were served in sequence deterministically, no matter which device a person was using. This meant the bank avoided the wastage incurred by the same person seeing the same ad, multiple times, across the same device. This is because Viant's technology enables marketers to accurately target users based on their true online and offline identity – rather than targeting depending on inaccurate and probabilistic cookies.

By limiting each individual person to two impressions, instead of just each device, Viant was able to maximise the reach of the campaign and the budget available.

Campaign Results



198.6K
Individual People



Frequency
1.63
across all devices



77%
videos viewed to 100%



249K
completed video views