

# Case Study

## Global Auto Brand



### Viant® bolsters brand awareness for global auto brand with people-based marketing campaign

#### Problem

A global auto brand wanted to drive awareness of its new car model and discover new customers by re-engaging with existing customers and reaching out to owners of competitor vehicles. The client also wanted a partner that could ensure the campaign was truly cross-device.

#### Solution

This is why the auto brand partnered with Viant. As one of the leading people-based marketing technology companies, Viant has access to a rich database of more than 24.5 million UK registered users, giving marketers the scale, accuracy, and depth they need for cross-device advertising.

Viant's exclusive partnership with the RAC allowed it to directly integrate 1:1 with its first party data. This provided deep insights into vehicle purchase and ownership data, allowing them to identify the key demographic for this campaign - meaning the auto client was able to target one million unique people who owned one of its vehicles.

As well as targeting past and existing owners of its cars, the client also wanted to reach owners of competitor vehicles who were in the market to purchase. Viant's RAC integration was vital to making this possible and it allowed the auto brand to extend the reach of its advertising beyond just existing customers.

Once these users had been identified, Viant was able to reach individuals with its video and display content across all devices, by linking multiple devices to one single user.

### Campaign Results



**0.69%**

Video Engagement Rate



**81%**

VTR



**45%**

Impressions Delivered  
Across Mobile & Tablet



**1M**

Unique Users Reached  
with Display & Video