

# Vizu AD CATALYST CASE STUDY

Online Video Marketing Success Story: Adap.tv's Video Integration Drives Brand Lift for CPG Advertiser

## Overview

Adap.tv provides a first-of-its-kind open platform that makes buying and selling video advertising simple and efficient. The Adap.tv Marketplace provides instant access to the industry's largest pool of addressable video. Adap.tv knew that its Marketplace is a very effective brand-building tool, but was also very aware of the challenges their clients face in optimizing their videos beyond direct-response measures such as clickthroughs and completion rates. Adap.tv wanted to provide their clients with a scalable solution that would allow them to assess the brand impact and effectiveness of their campaigns.

### COMPANY

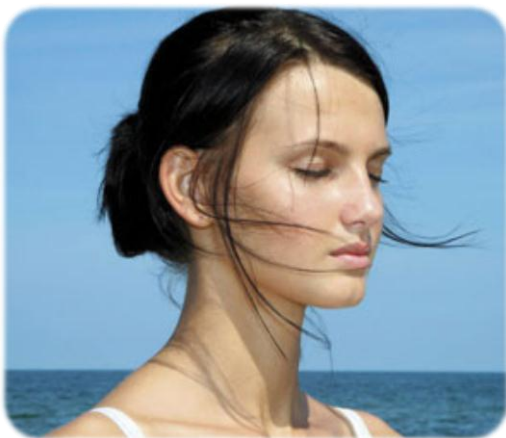
Adap.tv

### CAMPAIGN

Drive purchase intent for a leading line of odor-eliminating products

### BRANDING OBJECTIVE

Purchase Intent



## Solution

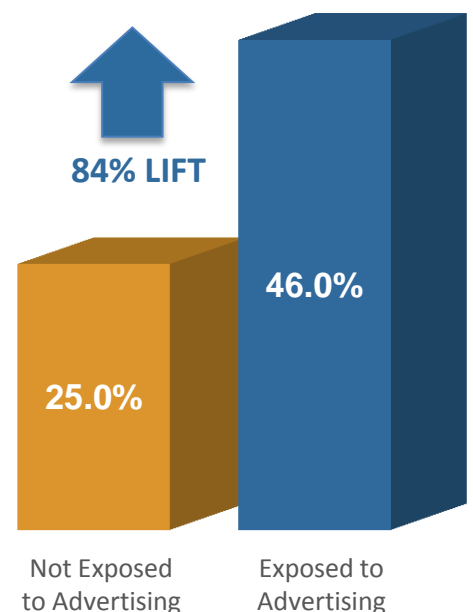
When one of the world's largest CPG companies wanted to measure how effective its campaign was in driving purchase intent for a leading line of odor-eliminating products, Adap.tv turned to Vizu. Adap.tv integrated Vizu's Ad Catalyst solution into their offering so they could easily deliver real-time audience sentiment testing directly within the Adap.tv Marketplace. Vizu's Ad Catalyst solution is the leading choice of brands, agencies, and publishers to measure and optimize the effectiveness of online video advertising across a broad array of industry sectors, including CPG and retail.

## Results

By integrating with Vizu's Ad Catalyst solution, Adap.tv was able to offer its clients an easy way to measure and optimize the effectiveness of their online branding campaigns running in the Adap.tv Marketplace. Specifically, Vizu helped Adap.tv show:

- > 84% lift in purchase intent for the line of odor-eliminators amongst people who had been exposed to the campaign
- > Identification of the top performing creative, a pre-roll unit, which provided the opportunity for in-market optimization of Brand Lift
- > Maximum Brand Lift was achieved at just one ad impression, speaking to the impact of the creative and how well the campaign was targeted
- > The campaign sustained increasing Brand Lift throughout the lifetime of the campaign

## PURCHASE INTENT BRAND LIFT



*"Vizu provides a unique set of capabilities in the marketplace. The ability to measure and optimize brand campaigns in real-time is a game-changer for the industry."*

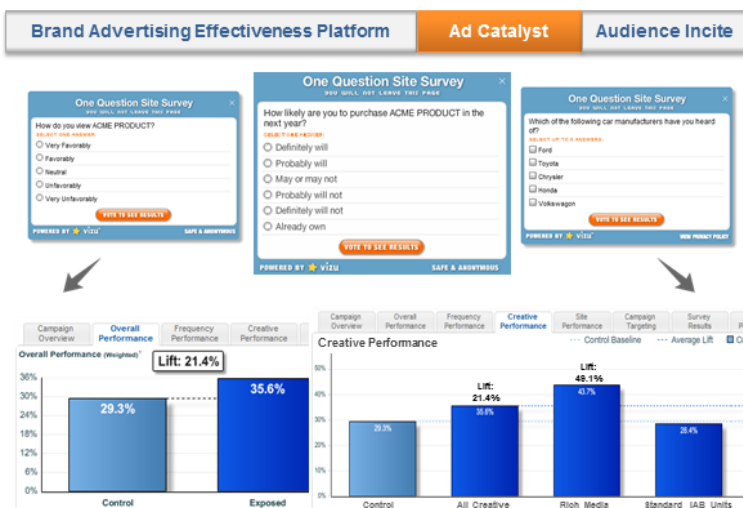
— Jason Shulman, VP of Sales, Adap.tv

## Effective Brand Advertising with Online Video

Video is one of the hottest topics in online advertising. At the end of the day, however, the same rules apply – advertisers need to prove these tactics are driving the desired result, *Brand Lift*, as opposed to direct response metrics such as clickthrough rate, in order to justify continued investment. In the absence of this key data, millions of dollars can be wasted because advertisers are spending in the wrong places or on the wrong creative executions. If advertisers can't measure the performance of video on the entire media plan, they're not getting the full picture. True measurement techniques to assess and optimize the effectiveness of video advertising – to drive purchase intent for a CPG product, for example – have proven elusive for the industry. Until now.

## Key Takeaways

- > Branding efforts must be measured against appropriate Brand Lift metrics. Direct response metrics such as clickthrough rate are irrelevant.
- > Video advertising can be extremely effective brand building tools, but must be measured and optimized like any other form of advertising.
- > Real-time data on campaign effectiveness is key to optimizing branding campaigns to ensure they deliver desired results.



## Vizu Ad Catalyst

Vizu Ad Catalyst is the first real-time campaign measurement and optimization solution that allows brand advertisers to quickly and cost-effectively improve the performance of their brand advertising campaigns, increasing effective media spend and maximizing the value of their advertising investment.

Leveraging an intuitive dashboard, advertisers can measure the performance of a campaign against its primary marketing objective in real-time. The performance of the key components driving overall Brand Lift – creative, targeting, and frequency – are also highlighted, providing opportunities to improve campaign performance. Ad Catalyst, part of Vizu's Brand Advertising Effectiveness Platform, can be used as a stand-alone or in conjunction with Audience Incite, the industry's first real-time audience characterization solution.

*"The video landscape is fragmented. Vizu's Ad Catalyst video integration ensures that advertisers can measure and optimize Brand Lift in real-time no matter how that video is served."*

- Jeff Smith, Chief Marketing Officer, Vizu Corporation

## Vizu's Brand Advertising Effectiveness Platform

Brand advertising effectiveness simplified – reach the right people, influence their opinion. Vizu Corporation ([www.brandlift.com](http://www.brandlift.com)) provides an enterprise technology platform that allows our customers to do just that, and is utilized by leading brands, agencies, DSP's, ad networks, and publishers to optimize the effectiveness of their brand building efforts. The Vizu platform supports the measurement and optimization of all key processes in the advertising lifecycle, from audience profiling to campaign measurement and benchmarking.



Optimizing Brand Lift and Growing Sales with Vizu

