

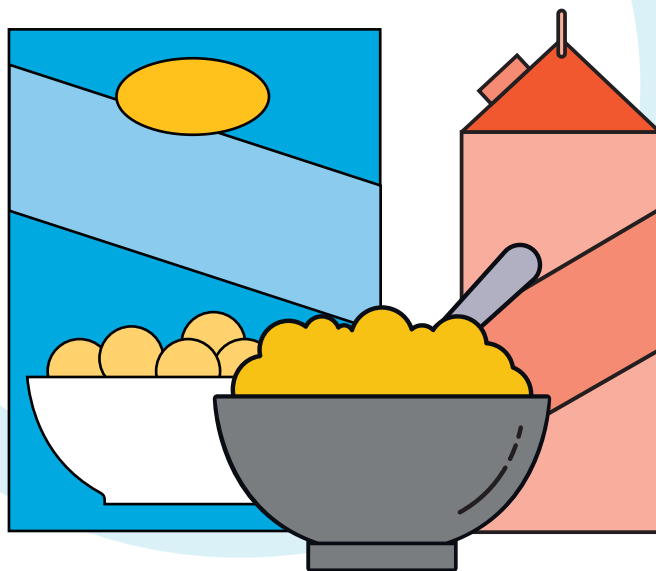
ONGOING CAMPAIGN OPTIMIZATION NOURISHES SALES FOR CEREAL BRAND

Four Quarters of Continuously Improved ROAS Achieved

Is there such a thing as too much ad optimization? For the advertising team at one cereal brand, the answer is “not yet.”

Together with NCSolutions and advertising partner Viant, the brand set out to increase sales by promoting newly launched products with digital advertising. To maximize effectiveness, they reached the audience most likely to purchase the brand in response to advertising while also making quick in-flight adjustments to their campaign tactics based on the real-time sales response.

Four campaigns ran over four quarters and brought a steady increase in return on ad spend (ROAS) and incremental sales, specifically from new buyers. These are healthy improvements indeed!



THE GOAL:

To increase sales and raise awareness of newly launched products.

THE CHALLENGE:

In a saturated market, it was important to reach the shoppers most likely to purchase. To control the ad frequency and not waste costly impressions, it was also necessary to avoid reaching the same household multiple times.

THE STRATEGY:

Work with Viant and NCS to deliver advertising at just the right frequency to customized purchase-based audiences, optimize the campaign while in-flight to maximize incremental sales and eliminate waste, and measure results to verify the impact and plan for the future.

Keep reading,
THE RESULTS
are on the
next page.

“With our Household ID and Identity Resolution capabilities, it's possible to reach tangible, meaningful households without the need for third-party cookies. This also allows us to control frequency for households that might appear in multiple purchase-based audience segments, which means impressions aren't being wasted and the advertiser can maximize reach to their prospect audience.”



Kristen Careccia
Director, Sales
Viant



THE RESULTS:



32.3

MILLION

LIKELY-TO-BUY HOUSEHOLDS REACHED

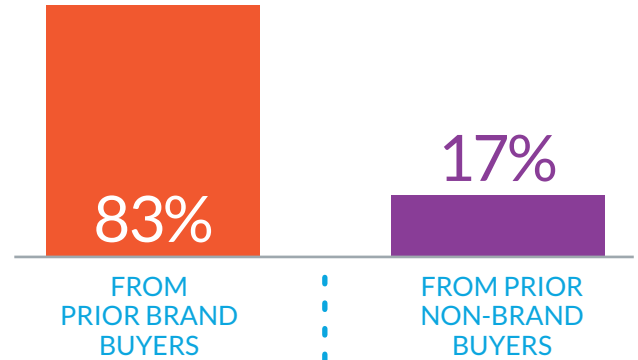


47%

OF SALES

DRIVEN BY HEALTH FOOD SEGMENT

INCREMENTAL SALES



ROAS OVER TIME, WITH CONTINUOUS OPTIMIZATION

Q3 2020
\$1.13

Q1 2021
\$2.44

Q2 2021
\$2.86

Q4 2021
\$3.01

Keys to Success



- Custom audience targeting approach to predict and reach consumers most likely to buy.
- Weekly adjustment/optimization of media spend toward the best performing audience segment (NCS Health Food) based on real dollar sales.
- Control advertising frequency while maximizing the reach to relevant households across all devices.



Lisa Kerins

VP Publisher Sales and Client Consulting
NCSolutions



“Something we see over and over again is that prior brand buyers respond disproportionately better to advertising. For brands seeking to maximize their ROAS, using purchase-based targeting to reach their brand buyers always proves to be a winning strategy. Just like we see with this campaign.”

REACH YOUR BUYERS AND OPTIMIZE FOR RETURN ON AD SPEND TODAY.

To measure your next campaign, **CONTACT NCS TODAY.**

<https://ncsolutions.com/contact/>

VIANT.
Adelphic DSP



NCSolutions

Better advertising begins here.