



*How can I drive in-store traffic with streaming?*



We scoured the industry for real-world examples of how today's most innovative marketers are using streaming within their video campaigns to deliver on their business objectives.

In these Marketer FAQs, you will find **real-world guidance** on **common questions** marketers have when developing streaming video campaigns.

# In this Marketer FAQ series, you'll find answers to these often-asked questions on the impact of streaming video



1

How do I use streaming to **extend the reach** of my video campaign beyond linear TV?

2

How do I use streaming video to **boost sales**?

3

How can I make an **impact on a local level** with streaming?

4

How can I **drive in-store traffic** with streaming?

Click [here](#) to download the other pieces in this series



# A QSR brand drove **incremental visitation** through a convergent, audience-based campaign

## Challenge

- ▶ A QSR brand sought to bring awareness to a new product offering and drive in-store visits through a convergent, audience-based campaign

## Solution

- ▶ ViacomCBS' as-run and impression-level delivery data, combined with Foursquare's location data & attribution methodology, enabled measurement of incremental foot traffic compared to concurrent non-targeted inventory

## Target Segment

- ▶ High Value QSR Custom Target

## Results\*

- ▶ Vantage-targeted inventory exceeded Foursquare's performance benchmarks, driving greater reach and in-store visits, with 1:1 environments yielding the most significant impact

## Company / Platform / Media Type

- ▶ ViacomCBS Vantage, Foursquare / Streaming + Multiscreen / Linear TV, STB live linear addressable and VOD, EyeQ\*\* [CTV/OTT (desktop, mobile)]

### Vantage-targeted campaign drove.....

#### Target Segment Delivery:

Campaign achieved a **38%** gain in impressions delivered in target segment vs. vs non-targeted concurrent buy

#### Incremental Visits:

Across all platforms, Vantage inventory drove a statistically significant lift of **4.3%**

#### Increased Store Visitation:

Vantage cross-platform campaign outperformed non-targeted media by more than **7x**

#### Better Performance Than Category Benchmarks:

Overall campaign performance exceeded Foursquare's omnichannel campaign behavioral lift benchmark by **+50%**

### 1:1 exposure yielded most significant impact

1:1 environments\*\*\* delivered **24%** lift in target segment reach

Vantage live linear addressable & targeted OTT media together drove **34%** lift, a **10x** increase over linear alone, and **3x** over the non-targeted digital media campaign.

Source: ViacomCBS, Attribution case study: *ViacomCBS and Foursquare show increased media impact by measuring multi channel campaign*. Segmentation source: MRI-Simmons. Attribution partner: Foursquare. Optimizer: ViacomCBS' Vantage (proprietary). Comparable benchmarks: non-targeted media on same platforms. Campaign time period: Q3 2020. \*Total campaign delivered 87% cost efficiency on incremental visits, with streaming showing the greatest efficiency. \*\*Encompasses Pluto TV and all ViacomCBS O&O apps including CBS All Access. \*\*\*1:1 environments: STB live linear addressable and VOD, CTV, OTT.

Category:

Tax Services



Utilizing audience-based OTT strategies, a tax services provider **drove tax filing conversion rates** for both their online services and retail locations

### Challenge

- ▶ A leading tax services provider wanted to improve conversions for their services online and in their retail locations

### Solution

- ▶ Using addressable advertising, powered by AdSmart, an audience-targeted campaign launched aiming to reach a custom competitor target modeled from the client's 1st-party data across NBCU
- ▶ Targeted impressions were delivered dynamically as viewers watched NBCU's FEP content across their O&O CTV apps, STB VOD, and Hulu

### Target Segment\*

- ▶ Custom lookalike target modeled from client 1<sup>st</sup> party data made up of retail tax filers and online/DIY tax filers

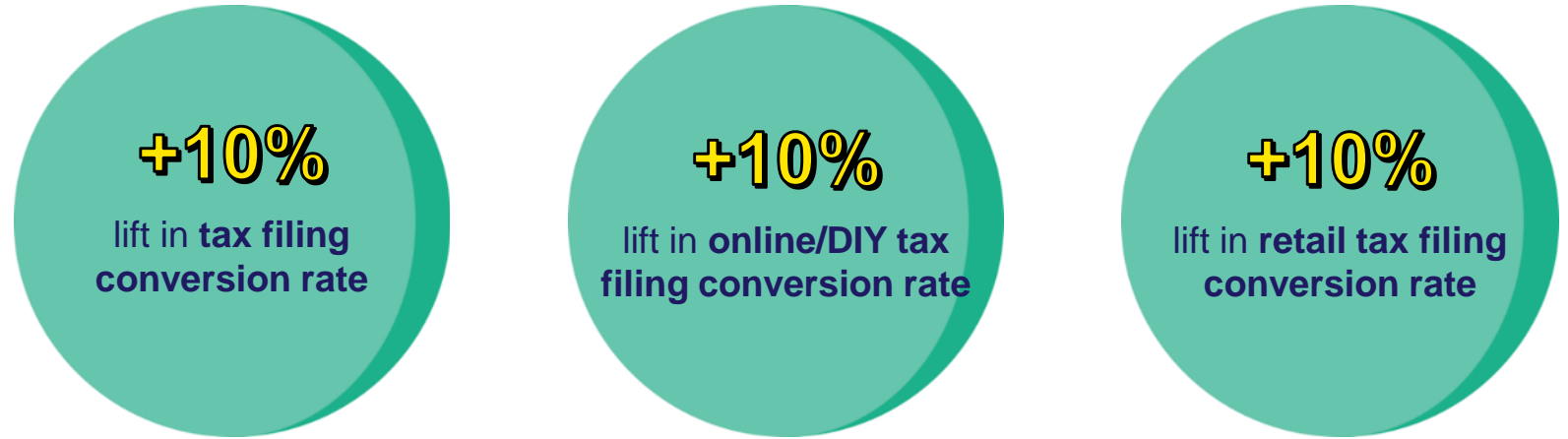
### Results

- ▶ Campaign drove lift for tax filings overall, delivering lift in conversion rates and more efficient costs-per-conversion

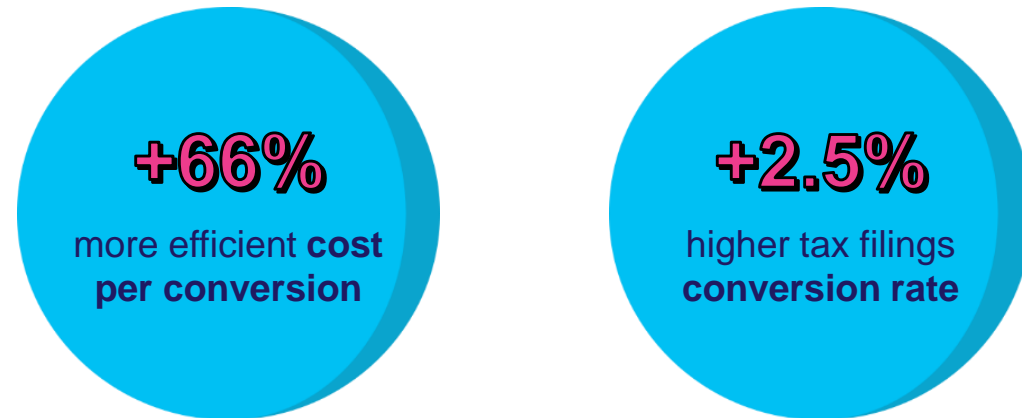
### Company / Platform / Media Type

- ▶ NBCU / Streaming & Multiscreen / NBCU O&O apps on Connected Devices, NBCU on Hulu (CTV, Desktop, Mobile), NBCU STB VOD

### Overall lift for tax filings



### 2020 campaign results vs. 2019 campaign results



Source: NBCU, Financial (Tax Services) Case Study. Campaign time period: Q1 2020. \*Based on TransUnion data.

NBCUniversal



## Interested in more?

Download [Stream On](#) for the full **23 case studies** across **15 product categories**



View this [webinar](#) to learn the **8 best practices** marketers employ when creating successful streaming campaigns



# About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

*Curious to learn more about VAB?* Check out this [quick video](#) to see what we do and how we can help you develop business-driving marketing strategies.