

AdTheorent's Predictive Audiences reach new brand buyers driving a 4.7X ROAS for a national wine brand

Campaign Objective:

A national wine brand aimed to drive sales among wine drinkers

AdTheorent's Solution

A multichannel strategy of A\Plus CTV, cross-device video, rich media, and display banners promoted wine sales while custom Predictive Audiences, leveraging various data attributes, reached consumers most likely to purchase

[Adults 21+]

who

[Visit Wine and Liquor Stores]

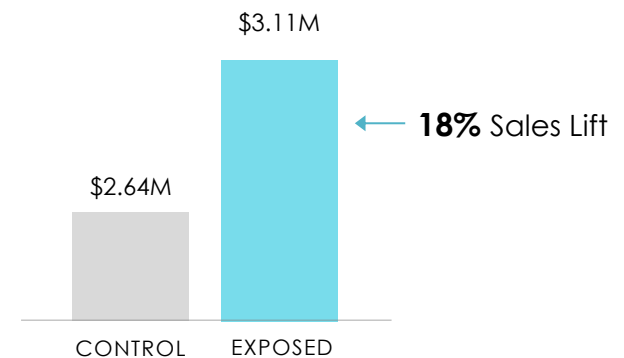
or

[Visit Wine and Cooking websites or read wine publications]

Results

AdTheorent partnered with Catalina Hub 360 to measure sales lift and optimize campaign performance in real-time based on in-store sales driven by the campaign media

CAMPAIGN SALES LIFT



4.7X
return on Ad spend

48.8%
of buyers were new to the brand or category

A\PLUS CTV DROVE IN-STORE SALES



16% HIGHER SALES PER BUYER achieved by CTV versus other channel types

99% CTV VCR outperforming the client's benchmark by 10%