

A background image showing several glasses of Campari drinks with ice and orange slices, set against a dark background.

Campari Group Spain Leveraged DV Authentic Attention® to Drive a 14% Lift in View-Through-Rate

Background

Campari Spain, part of Italian beverage company Campari Group, wanted to evaluate campaign performance across both display and video programmatic media buys. Looking for a more effective measure of performance, Campari partnered with DoubleVerify (DV) to leverage DV Authentic Attention® data. Their primary goal was to drive stronger engagement across their programmatic activity via GroupM Nexus.

Campari activated DV Authentic Attention on a programmatic campaign (served via GroupM Nexus) for their Aperol brand to optimize performance based on the Attention Index. GroupM Nexus also wanted to increase the view-through rate (VTR) as a secondary KPI.

Solution

DV Authentic Attention is a privacy-friendly solution with MRC-accredited metrics that does not rely on third-party cookies and provides timely, impression-level insights at scale. From the impact of an ad's presentation to key dimensions of consumer engagement, DV Authentic Attention measures campaign effectiveness, refines media planning and optimizes performance.

Using DV's impression-level attention measurement, Campari and GroupM Nexus measured attention across the Aperol brand to establish a baseline of campaign performance (Phase 1). The insights gathered in Phase 1 helped inform in-flight optimizations to drive stronger performance against their VTR KPI in Phase 2. These optimizations were implemented by the GroupM Nexus team, who took action taken within the DSP.

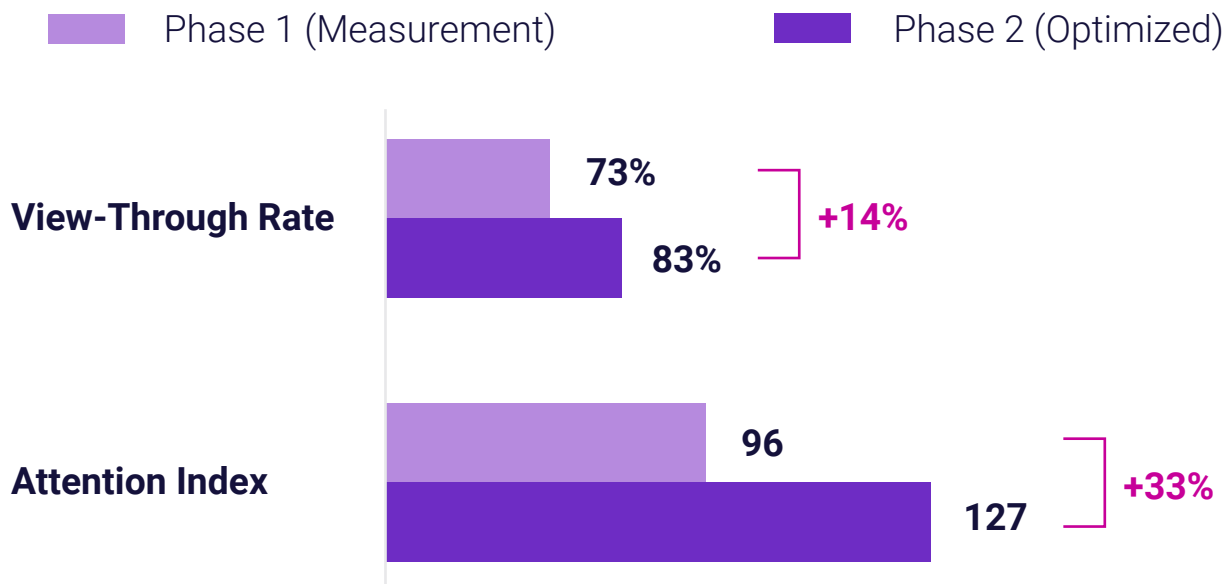
The combination of a site's layout and the ad's specific positioning has a significant impact on the attention level an impression drives. DV Authentic Attention provided a granular lens to identify which buying parameters or strategies were optimal for Campari based on their specific campaign objective.

Results

Phase 2 optimizations focused on improving the engagement index and VTR. DV Authentic Attention provided the measurement data and insights for Campari to shift spend away from lower-performing inventory and consolidate it into greater attention-driving inventory, thereby increasing their engagement index by 153 percent for display and 388 percent for video. The improved engagement helped Campari deliver an overall 33 percent stronger attention index of 127 in Phase 2 (compared to 96 in Phase 1).

Through this test, DV also helped Campari to connect DV Authentic Attention impression-level measurement to an increase in their campaign KPI. With new insights from Phase 1, Campari was able to buy impressions on the same sites, yet deliver stronger attention and VTRs overall. By understanding the different media buying factors that drive stronger attention, Campari and GroupM Nexus allocated media dollars to high-performing line items and drove a 14 percent lift in the brand's VTR KPI.

Impact of Optimizations



+33%

Lift in **Attention Index**

+185%

Lift in **Engagement Index***

*blended video & display

+14%

Lift in **View-Through Rate**

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