



Viant and Havas Media Network Achieve 100% Scale and 93% Unique Reach in Landmark Cookieless Test

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Cookieless Activation Achieved through the Viant DSP

IRVINE, Calif.--(BUSINESS WIRE)--Jul. 25, 2024-- Viant Technology Inc. (NASDAQ: DSP), a leading advertising technology company, today announced the successful execution of a [cookieless advertising test](#) conducted in partnership with [Havas Media Network](#), one of the world's largest global communications networks, powered by data from PurpleLab®, a healthcare analytics company that holds one of the largest medical and pharmaceutical claims databases in the US. The test, conducted for a major US-based pharmaceutical advertiser, achieved 100% scale and a 93% unique reach across premium publishers when utilizing the [Viant Household ID™](#) to target consumers instead of traditional cookies.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240725192884/en/>



Viant Technology and Havas Media Network partner on a successful cookieless advertising test.
(Graphic: Business Wire)

Havas Media Network leveraged Viant's advanced targeting technology within its industry-leading Demand-Side Platform (DSP) to conduct A/B tests against custom audiences from Havas Media's Converged Audiences platform. The tests compared

two strategies: one using cookies and the other without. The cookieless approach, achieving a 100% scale and a 93% unique reach, underscores how Viant's cookieless advertising technology delivers superior and scalable identity resolution solutions designed for the post-cookie world.

"To better serve our clients, we need to stay ahead of the challenges that they're facing. Our cookieless activation with Viant and our Converged platform is a massive achievement for our agency, as we prove our ability to succeed without sacrificing performance or audience privacy," said Greg James, CEO of Havas Media Network North America.

According to DoubleVerify, the US campaign achieved over 70% viewability and adhered to rigorous industry standards for brand safety from DoubleVerify and Ads.txt, ensuring privacy-compliant advertising.

"Our collaboration with Havas Media Network has proven that it is possible to maintain performance and reach target audiences effectively without relying on third-party cookies," said Dustin Kwan, Chief Product Officer at Viant. "This successful test demonstrates the power of our Household ID technology and reinforces Viant's commitment to pioneering solutions for the evolving digital advertising landscape."

The Viant Household ID serves as a nexus point for marketers, data providers, and publishers, integrating with publisher first-party data to offer a holistic solution for targeting and measurement across various channels without the need for traditional cookies. This central identifier connects data points in a privacy-compliant manner, resolving programmatic identifiers and capturing more conversions than competitors, providing a solution to the deprecation of cookies and historical digital identifiers.

"Our partnership with Viant has enabled us to effectively navigate the challenges posed by the decline of third-party cookies," said Sarah Karges, SVP of Biddable Media at Havas Media Network. "We are thrilled with the results of the test, which demonstrate the power of our Converged Audiences platform in conjunction with Viant's advanced identity solutions when preparing for a future that does not solely rely on third-party cookies."

As advertisers and the industry continue to evolve, Viant remains at the forefront of providing solutions that meet the challenges of a future that is not dependent on third-party cookies. Learn more about the Viant Household ID [here](#).

ABOUT VIANT

For over 25 years, Viant® (NASDAQ: DSP) has been at the forefront of technology innovation for advertisers. As a premier enterprise-grade Demand Side Platform, Viant excels in delivering omnichannel digital advertising, driving growth through connected television (CTV), advanced identity solutions, and AI-driven Autonomous Advertising. Through the Adtricity® sustainability program, Viant champions a more sustainable future for digital advertising. Headquartered in Irvine, CA, Viant has received accolades from G2 as the Best Software in Marketing & Advertising, Great Place to Work® certification, and the Business Intelligence Group's Innovation award for AI advancements. Learn more at viantinc.com.

ABOUT HAVAS MEDIA NETWORK

Havas Media Network (HMN) is the media experience agency. Havas Media Network delivers this brand promise through the Mx System, where meaningful media helps build more meaningful brands. Havas Media Network is part of the Havas group, owned by Vivendi, one of the world's largest integrated content, media, and communications groups. Havas Media Network is home to more than 10,000 specialists across 150 countries worldwide, with 73 Villages. Global clients include Hyundai Kia, Puma, TripAdvisor, Michelin, Telefónica, Reckitt Benckiser, among many others. For more information, visit the website or follow Havas Media Network on Twitter @HavasMedia, LinkedIn @HavasMediaNetwork, Facebook @HavasMedia or Instagram @havas.

ABOUT PURPLELAB

PurpleLab is a healthcare analytics company with a mission to spur value-driven innovation across the healthcare continuum. HealthNexus™, the company's privacy-safe, no-code analytics platform, empowers advertisers, agencies, advertising technology companies and other healthcare stakeholders to explore patient and provider populations, size audiences, measure, and optimize omnichannel healthcare media campaigns.

PurpleLab®, which raised a Series B financing of \$40M in July 2022, has also been certified as one of the few CMS Qualified Entities, enabling it to receive Medicare claims data under Parts A, B, and D to evaluate provider performance. For more information, visit purplelab.com.

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Media Contact:

Marielle Lyon
press@viantinc.com

Mia Gabriel
Mia.gabriel@havasmedia.com

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