

# VIA NT AND HAVAS MEDIA DRIVE SUCCESS IN LANDMARK COOKIELESS TEST

## SUMMARY

To proactively address a foundational change happening in digital advertising — the decline of third-party cookies — Havas Media Network recently leveraged Viant's people-based DSP to run a U.S.-based cookieless test for a major global pharma advertiser.

Using existing media strategies, Viant® conducted A/B tests against the brand's custom audiences via Havas Media's Converged platform — one strategy included cookies, and the second strategy excluded cookies. Havas Media then leveraged results from the test to understand the ability to scale target audiences without cookies from data partners, like PurpleLab®, and compare results across Chrome, Safari and cookieless PMPs.

Results showed the cookieless campaign achieved 100% scale to target audiences and a 93% unique reach for activation across premium sites like BuzzFeed, DailyMail and Forbes. The campaign achieved similar success regarding brand safety, including industry-leading standards set by DoubleVerify and Ads.txt.

As advertisers and the industry evolve beyond the cookie, this cookieless test proved that Havas Media's Converged platform, coupled with Viant's people-based advertising technology, provides a persistent and scalable identity resolution solution for the post-cookie world.

## GOAL

Prove ability to reach Havas Media's Converged platform target audiences in cookieless environments at scale. Maintain performance across key metrics in comparison to existing cookie-based activations.

## SOLUTIONS LEVERAGED

- Viant Household ID™ technology
- Viant activated custom audiences built from Havas Media's Converged proprietary planning and audience platform, which includes partners like PurpleLab for pharma targeting
- Custom Cookie Removal

**VIA NT.**

**HAVAS** Media Network

 **PurpleLab™**  
HEALTHCARE ANALYTICS

## RESULTS

**100%**  
BUDGET ACHIEVED  
TARGET AUDIENCE  
REACH

**93%**  
UNIQUE REACH  
FOR COOKIELESS  
ACTIVATION

**70%**  
DOUBLEVERIFY  
VIEWABILITY

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