CASE STUDY

DV SCIBIDS AI™ / PERNOD RICARD

DV Scibids AI™ Helped Pernod Ricard Boost ROI for Jameson Video Campaign

Background

Pernod Ricard, one of the largest companies in the spirits segment in the world, wanted to elevate the brand awareness and recognition of Jameson Irish Whiskey among Brazilian consumers through video ads. The brand faces intense competition, and is constantly looking for solutions, in partnership with Dentsu, to increase brand awareness while being as efficient as possible with digital ad spending.
As such, Pernod Ricard leveraged DV Scibids AI™ to buy as many on-target video impressions as possible, at the lowest cost, as part of an innovative brand awareness strategy.

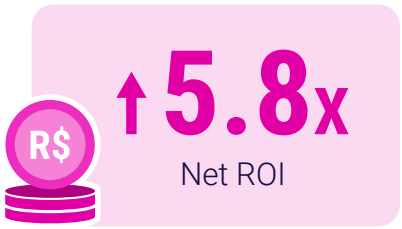
Solution & Strategy

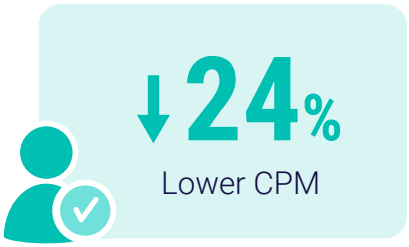
DV Scibids AI's advanced bidding capabilities maximize campaign outcomes through real-time bid automation and automatic budget allocation, ensuring complete budget delivery while optimizing towards the lowest CPV/CPM/CPA on social media platforms. DV Scibids AI also automates workflows and adjusts bids multiple times a day, delivering improved performance while meeting the required daily budget.

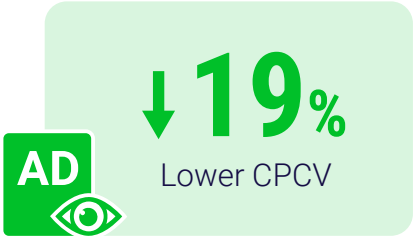
DV, Dentsu and Pernod Ricard constructed an A/B test framework that compared a control video campaign against a video campaign using DV Scibids AI. The results of this test allowed Pernod Ricard to evaluate the efficacy of DV Scibids AI for improving Cost Per Completed View (CPCV).

Results

DV Scibids AI outperformed the control campaign, delivering 24% lower CPM and 19% lower CPCV. This resulted in 31.4% incremental media delivery and a net ROI of 5.8x — meaning for every R$1.00 spent on DV Scibids AI, Pernod Ricard serves an additional R$5.80 of incremental impressions.







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