With UDM we are truly taking a **user-first approach** with brand safety and quality top of mind, identifying the core success of digital media

- National Retailer

**THE MISSION**

Utilize EDGE by UDM Audience Analytics to Target Retail Customers

**The Task:** A national retailer wanted to activate a holiday themed message to parents with an average yearly income of 50k to 150k+.

**The Challenge:** Previous tools had limited their ability to target audience specifications in such a granular level across desktop and mobile.

**The Approach:** Utilize EDGE by UDM’s adhesion ad units and leverage an extensive reach of 100M uniques a month. The retailer was able to optimize and target their audience deploying back-end data without sacrificing scale and quantity.

**THE RESULTS**

![Image of statistics]

- **78% Viewability Average**
- **Reached 55M Monthly Uniques for HH Incomes of 50k+ a year**
- **+.44% Average CTR**

The retailer saw their viewability average increase to 78%, during the campaign they averaged a .44% CTR and exceeded their online goals.

- 65% of UDM Audience is Composed of Online Shoppers
- Retailer Continues to Use EDGE by UDM to Drive Online Sales

**+ Full Support for Banner and Video Ads**

- Drive Higher Viewability
- 130M Monthly Uniques
- 2B Impressions Per Month

**100% In View**