

# Addressable TV + OTT Kick Auto Sales Into High Gear

## GOAL

A leading auto manufacturer set a goal to increase sales for a specific line of vehicles. They wanted to reach TV and Digital consumers most likely to buy the vehicles.

## TARGET

Households most likely to purchase the vehicle, including Likelihood to be in Market for a New Vehicle, Likelihood to be in Market for a New Pickup Truck

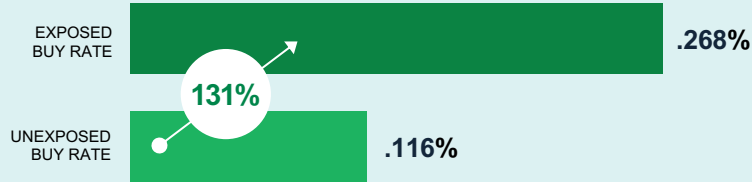
## SOLUTION

**Addressable TV:** Different creatives were shown to different households, according to target segments chosen by client

**IP Targeting:** Pre-roll videos and display ads were delivered to the same TV household segments

## RESULTS

### Incremental Sales Lift



- HHs exposed to both TV & Digital delivered the highest conversion rate
- Digital increased target HH reach by 10 percentage points
- Incremental Revenue = \$4M
- ROI = \$10.46/dollar spent



TARGETED HOUSEHOLDS

951,206



TV IMPRESSIONS

15.5M



DIGITAL IMPRESSIONS

3.6M

