Addressable TV & Streaming + TV360 Drive Up Auto Sales

GOALS

To increase sales for target models by reaching TV and Streaming consumers in-market for these type of vehicles.

TARGET

- · In-Market for a Sedan
- In-Market for AWD & SUV

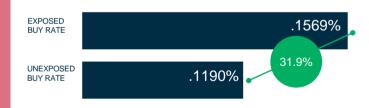
NOITHION

Addressable TV: Target only the households in the two chosen segments

Addressable Streaming: OTT ads were delivered to the same TV household segments

TV360: Target segments were used to inform the linear media plan

Incremental Sales Lift



- HHs exposed to both TV & Digital delivered 358 incremental target model sales
- Net Incremental Revenue = \$9.2M
- ROI = \$22.33/dollar spent
- Within their respective competitive classes, each target model experienced a higher share of sales within the exposed group (exposed to TV & Streaming) compared to the unexposed group
- 25% of exposed households saw 11+ ads, however, these households accounted for 38% of exposed purchases thus greater frequency resulted in additional sales
- The campaign is the winner of the 2023 Cynopsis Measure Up! Award for Outstanding Attribution.

Source: Data from Experian, Nissan Sept-Oct 22. Exposure Window: 09/16/22-10/31/22. Attribution Window: 09/16/22-11/30/22. Base MSRP was used to calculate Net Incremental Revenue. Estimated incremental revenue earned per ad dollar spent = Net Incremental Sales Revenue / Ad Spent.