

Addressable TV & Streaming + TV360 Drive Up Auto Sales

2023 CYNOPSIS MEASURE UP!
AWARD WINNER FOR
OUTSTANDING ATTRIBUTION



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

SOLUTION

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

EXPOSED BUY RATE



UNEXPOSED BUY RATE



- 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.**