

Addressable TV + OTT Kick Auto Sales Into High Gear



GOALS

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

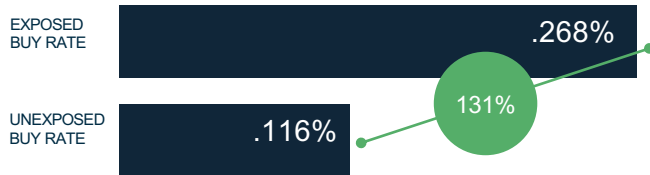
Households most likely to purchase the vehicle, including Likelihood to be in Market for a New Vehicle, Likelihood to be in Market for a New Pickup Truck

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

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