Addressable TV + OTT Drive Up Auto Sales



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

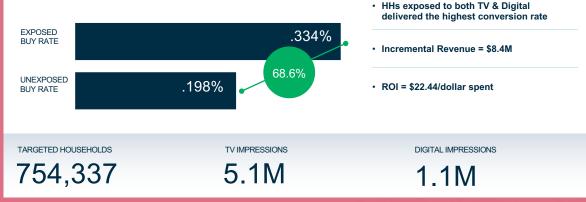
Households that had bought competitive vehicles

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



Source: NY DMA. Targeting data source: IHS Markit. Conversion analysis based on set-top box and Digital ad exposure matched to Experian sales data. Incremental Lift = (Exposed buy rate-Unexposed buy rate)/Unexposed buy rate.