

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

EXPOSED
BUY RATE

.334%

UNEXPOSED
BUY RATE

.198%

68.6%

- HHs exposed to both TV & Digital delivered the highest conversion rate

- Incremental Revenue = \$8.4M

- ROI = \$22.44/dollar spent

TARGETED HOUSEHOLDS

754,337

TV IMPRESSIONS

5.1M

DIGITAL IMPRESSIONS

1.1M