Linear and Addressable TV Fuel Auto Sales



GOALS

A leading auto manufacturer set a goal to increase sales for specific model vehicles.

TARGET

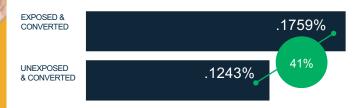
In Market for SUV, In Market for Midsize Sedan, In Market for a Truck, In Market for a Hybrid

SOLUTION

Creative Versioning via Linear TV:
Deliver relevant creative to different
households, while also messaging HHs
in remainder NYI footprint

Linear TV: Ads shown to all households in NYI footprint

Incremental Site Visit Lift



- · 41% Incremental Lift in Sales
- 752 Incremental sales

TARGETED HOUSEHOLDS

2.1M

TOTAL IMPRESSIONS

20.4M

Source: NY DMA. Conversion analysis based on TV ad exposure matched to vehicle sales. Campaign flight = 3Qtr 2023.