

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

EXPOSED & CONVERTED

.1759%

UNEXPOSED & CONVERTED

.1243%

41%

• 41% Incremental Lift in Sales

• 752 Incremental sales

TARGETED HOUSEHOLDS

2.1M

TOTAL IMPRESSIONS

20.4M