# TV360 and Linear Addressable Power Auto Sales



### GOAL!

A leading auto manufacturer set a goal to increase sales for its vehicles with a focus on its EV model.

### TARGE1

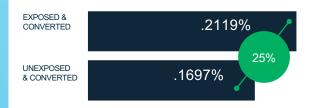
In-Market for EV/Alternate Fuel or Competitors

#### SOLUTION

**TV360:** High-efficiency spots on networks that set-top box data revealed would reach the target audience

**Linear Addressable:** Target only the households in the audience segment

## **Incremental Sales Lift**



25% Incremental Lift in Sales

· 714 Incremental sales

TARGETED HOUSEHOLDS

TV IMPRESSIONS

3.6M

6.3M

Source: NY DMA. Conversion analysis based on TV ad exposure matched to vehicle sales. Campaign flight = 4Qtr 2023.