

TV360 and Linear Addressable Power Auto Sales



GOALS

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

TARGET

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

EXPOSED & CONVERTED

.2119%

UNEXPOSED & CONVERTED

.1697%

25%

• 25% Incremental Lift in Sales

• 714 Incremental sales

TARGETED HOUSEHOLDS

3.6M

TV IMPRESSIONS

6.3M