

TV & Streaming Ads Drive 119% Incremental Lift in Auto Sales



GOALS

Increase sales for target models by reaching consumers in the segment via TV and Streaming

TARGET

In-market for either of the two specific models or competitor models

SOLUTION

Linear TV
TV360
Impression-Based Addressable
Streaming Addressable

Incremental Sales Lift

EXPOSED
BUY RATE

.236%

UNEXPOSED
BUY RATE

.108%

118.93%

- HHs exposed to **both** TV & Digital resulted in 989 incremental target model sales
- Net Incremental Revenue = \$29M
- ROI = \$61.59/dollar spent

- Within their respective competitive classes, each target model experienced a higher share of sales within the exposed group (exposed to TV & Streaming) compared to the unexposed group.
- 33% of exposed households saw 11+ ads which accounted for 40% of exposed purchases, thus, greater frequency resulted in a sizable portion of sales.
- Nearly 30% of sales occurred post-flight during the 30-day attribution window, proving the halo effect of campaign messaging.