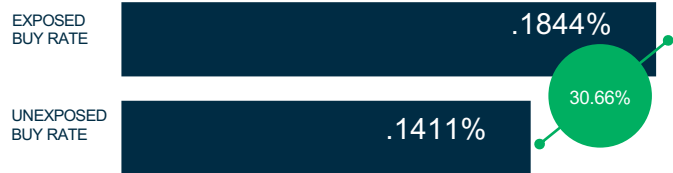


# Creative Linear Addressable Drives 31% Incremental Lift in Auto Sales



GOALS	TARGET	SOLUTION
<ul style="list-style-type: none"><li>Drive sales for eight models including a mix of SUVs, Sedans, Crossovers, Trucks, and EVs</li></ul>	In-market for the specific vehicle types	Creative Versioning

## Incremental Sales Lift



- HHs exposed to Linear TV Addressable resulted in 598 incremental target model sales
- Net Incremental Revenue = \$17M
- ROI = \$23.29/dollar spent

- Half of exposed households converted after 1-10 exposures, while the remaining homes required additional frequency
- 25% of sales occurred post-flight during the 30-day attribution window, proving the halo effect of campaign messaging

Source: Experian served as safe-haven matching partner. Consumer segments provided by Experian. Automotive sales data provided by Experian. Exposure Window: Jan – Mar. 2024. Attribution Window: Jan – April 2024. Base MSRP was used to calculate Net Incremental Revenue. Estimated incremental revenue earned per ad dollar spent = Net Incremental Sales Revenue / Ad Spend. Incremental Sales = # Exposed HHs \* (Exposed Buy Rate – Unexposed Buy Rate). Incremental Lift = (Exposed Buy Rate – Unexposed Buy Rate)/Unexposed Buy Rate.