



## Case Study Corner

# Automotive Category

Brand success stories highlighted through  
real-world multiscreen TV case studies

# 16 Automotive category 'real world' case studies showcasing how multiscreen TV drives business outcomes across the funnel



## Upper Funnel Outcomes Awareness

Multiscreen TV campaigns that **expand reach** and drive **brand recall** against a brand's best customer prospects\*

*Sampling* of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



## Mid-to-Lower Funnel Outcomes Action

Multiscreen TV campaigns that *increase the likelihood* the intended audience will be **motivated to act**\*

*Sampling* of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



## Full-Funnel Outcomes Awareness + Action

Multiscreen TV campaigns that **expand reach** and drive **brand recall** while also increasing the likelihood that the intended audience will be **motivated to act**\*

*Sampling* of full-funnel outcomes:

- ▶ Reach → Brand Recall → Conversion Rates → Sales → Optimizations → Cost Efficiencies

\*based on campaign KPIs

# Upper Funnel Case Studies



## How Multiscreen TV drives Awareness

### Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects

#### *Sampling of 'awareness-based' outcomes that can be measured:*

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



# Auto brand drove double -digit incremental reach through optimized buy

## Challenge

- ▶ Auto brand sought to extend the reach of their campaign against truck buyers

## Solution

- ▶ Utilizing 'Define + Find' within Ampersand's audience-based buying solution, The AND Platform, the brand optimized their buy across more networks and dayparts based on target audience viewership data

## Target Segment

- ▶ Truck Intenders

## Results

- ▶ While adhering to market specific CPM and weekly impression goals, the optimized buy lifted total impressions by 14%

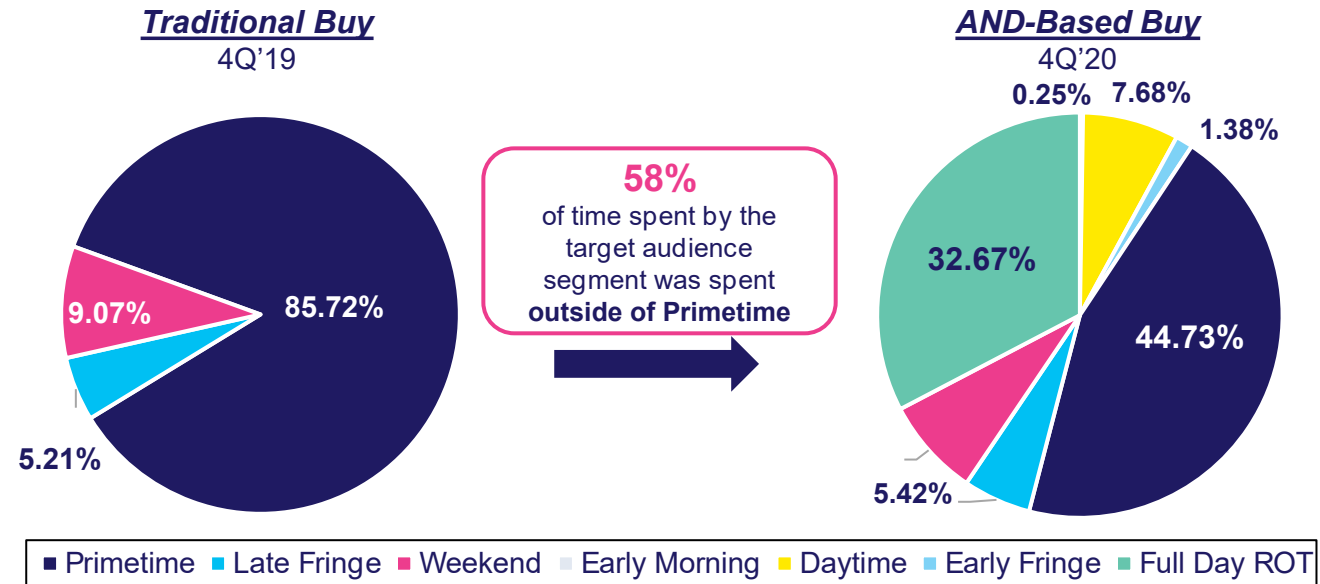
## Company / Platform

- ▶ Ampersand's The AND Platform / Data-driven linear

**+14%**  
Impressions from the AND-based buy vs. traditional

Test Campaign	# of Dayparts	# of Networks	Total Impressions
4Q'19 (Traditional Buy)	3	11	3,575,600
4Q'20 (AND-based Buy)	7	25	4,061,500

## TRUCK Campaign by Daypart - Washington DC



Source: Ampersand, "Automotive Brand" Test Campaign: The AND Platform.



Category:

**Automotive (Luxury)**



# A luxury auto advertiser's streaming campaign on Tubi delivered on cross-channel **incremental reach**

## Challenge

- ▶ A luxury auto advertiser wanted to extend the reach of their video campaign beyond linear TV

## Solution

- ▶ Tubi partnered with TVSquared who combined ACR and digital measurement to understand the incremental reach that Tubi offered beyond the advertiser's linear investments

## Target Segment

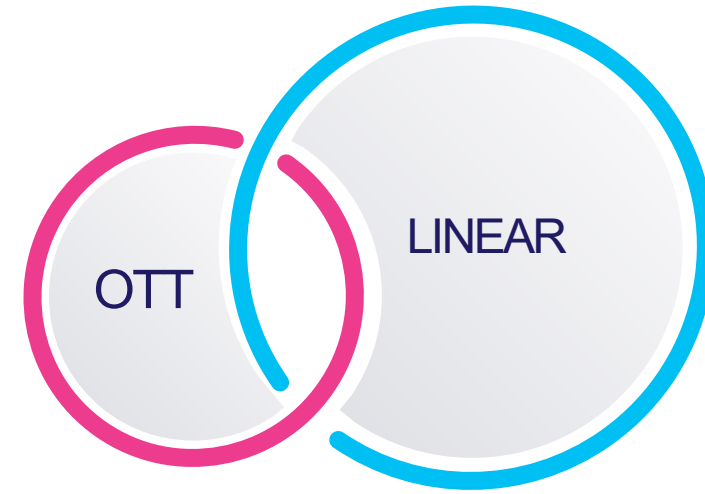
- ▶ Household Income \$75K+

## Results

- ▶ **89%** of Tubi's audience was incremental to the linear buy, and only **3%** of media volume overlapped between Tubi and linear campaigns

## Company / Platform / Media Type

- ▶ Tubi / Streaming + Linear TV / OTT + Linear TV



**89%** of Tubi's Audience was incremental to linear investments

	Share of Impressions	Reach of Proportion	Avg. Frequency
OTT	14%	12%	3.4
LINEAR	83%	86%	2.8
OVERLAP	3%	1%	6.3

Source: Tubi, Case study: *Tubi drives incremental reach*. Campaign time period: 6/16/21-6/30/21. ACR and digital measurement via TVSquared.



Category:

**Automotive (Luxury)**



A luxury brand achieved **incremental reach** among unexposed audiences by targeting qualified segments across OTT

### Challenge

- ▶ A luxury automotive brand wanted to drive incremental reach of those who hadn't seen their linear ad, while controlling and optimizing frequency of ad-exposed viewers by tercile

### Solution

- ▶ Created a custom suppression segment comprised of viewers already exposed to brand's ad on linear, layered with granular digital qualifiers
- ▶ Targeted new, qualified audiences across OTT, as well as retargeted light & medium ad-exposed viewers across digital
- ▶ Delivered cross-screen reach & frequency reporting to identify overlap of ad exposed audiences across linear & digital to ensure the brand's ad reached the right viewers, at the right time

### Target Segment

- ▶ Auto intenders who had not previously engaged with the brand
- ▶ Third-party audience who have been exposed via linear TV

### Results

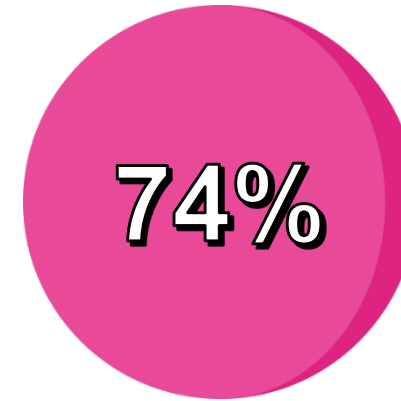
- ▶ VideoAmp measured **3.2MM** in incremental reach across OTT, an increase of **74%** vs. linear TV, for an overall cost savings of **\$701K**

### Company / Platform / Media Type

- ▶ VideoAmp / Streaming + Multiscreen (non-linear) / OTT



**Incremental Reach  
Across OTT**



**Increase Reach  
Compared to Linear**



**In Overall Cost  
Savings**

Source: VideoAmp. Case study: *Luxury Automotive Brand Leaves No Household Behind with 3.2M Incremental Reach Across OTT*. Campaign time period: February 2019.





# Samba TV provided real-time measurement to an auto manufacturer so they could optimize incremental reach

## Challenge

- A major auto manufacturer sought to offset Linear TV over-frequency and maximize incremental reach to avoid oversaturating targeted viewers

## Audience Measurement Innovation

- Samba ACR data was used to create reach-enhancing audiences for addressable CTV targeting
- As the client's linear TV and CTV campaign rolled out, Samba's **Incremental Reach Measurement Dashboard** enabled a real-time view of the incremental delivery of various target audiences and tactics, enabling dynamic in-campaign target and tactic optimization

## Target Segment

- Multiple custom unexposed and light-viewing target cohorts

## Learnings

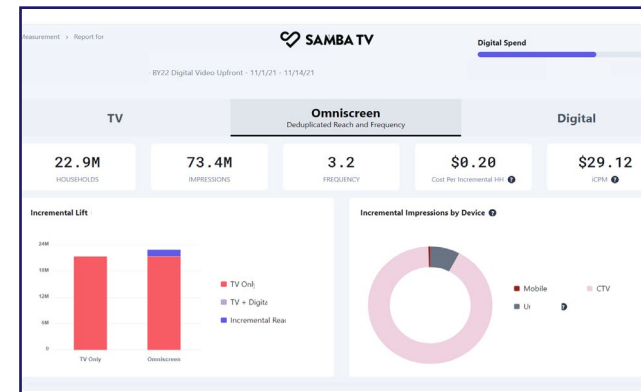
- Achieved live and dynamic understanding of unreached (and over-reached) audiences, enabling optimization of media spend/allocation
- Campaign delivered **95%** incremental impressions and **+6.9%** incremental omni-screen reach

## Company / Viewing Source / Media Type

- Samba TV / Automated Content Recognition (ACR) / Linear, CTV, Online Video

over 90% of CTV measured as incremental to client's Linear TV campaign

Type	TV Only			TV + Digital			Incremental Reach		
	Households	Impressions	Frequency	Households	Impressions	Frequency	Households	Impressions	Frequency
Total	21,364,870	61,020,021	2.86	76,780	589,772	7.68	1,485,450	11,820,047	7.96
CTV	-	-	-	68,891	300,752	4.37	1,362,666	10,428,901	7.65
Game Console	-	-	-	97	195	2.01	1,235	5,047	4.09
Mobile	-	-	-	777	2,013	2.59	13,968	56,645	4.06
Traditional TV	21,364,870	61,020,021	2.86	76,780	252,816	3.29	187,561	444,546	2.37
Unknown	-	-	-	7,516	33,996	4.52	132,715	884,908	6.67



Source: Samba TV, Automotive Case Study. Campaign time period: November 2021.





# An auto brand partnered with DIRECTV to increase reach of its high-value audiences via Addressable TV

## Challenge

- A domestic auto brand wanted to expand reach of their High Value Audience (HVA)\* and improve frequency management

## Measurement Innovation

- The brand utilized DIRECTV's *Addressable Reach-Frequency Optimization* offering to target and reach only the HVA target underexposed to their National media campaign

## Target Segment

- Custom HVA Target developed using data from Neustar, a Transunion company
- Unreached or underexposed to brand's national campaign from previous quarter

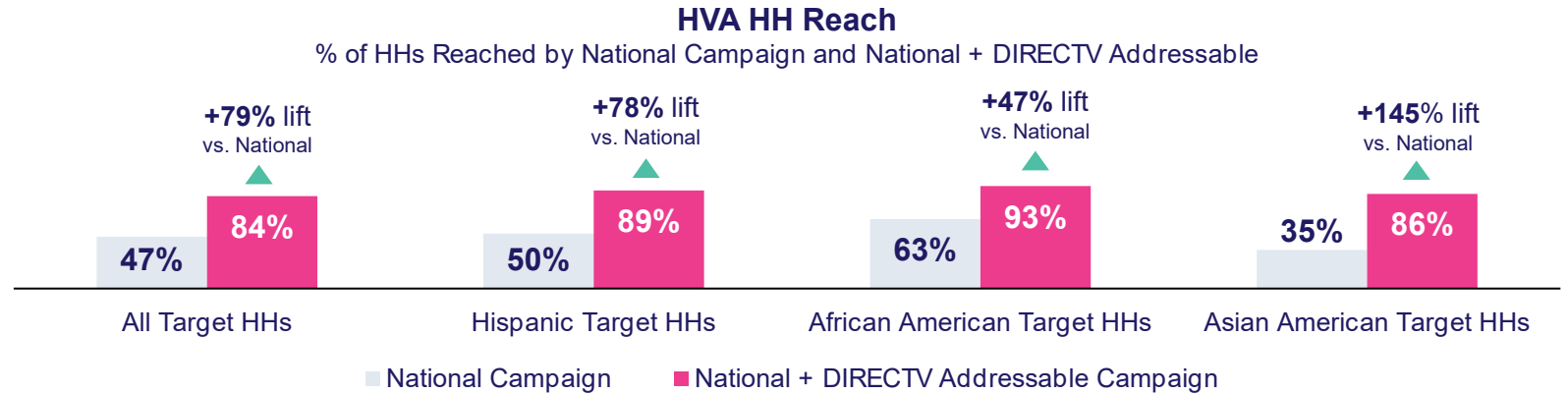
## Learnings

- The brand was able to see Addressable TV's impact on:
  - Incremental reach of the High Value Audience target, as well as the multicultural subsegments of that audience
  - Impression distribution against underexposed audiences

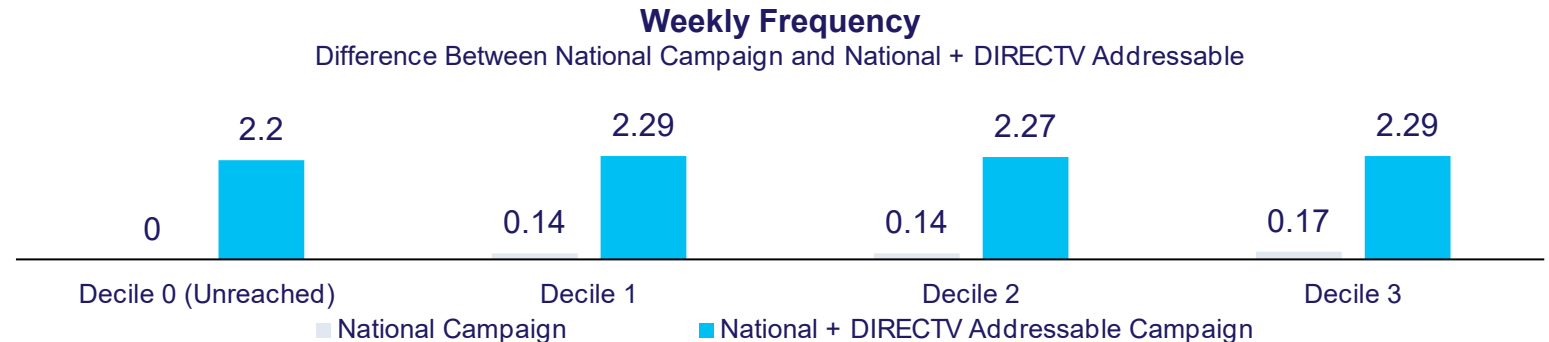
## Company / Viewing Source / Media Type

- DIRECTV / Set-top Box / Addressable Linear TV + VOD

The addressable campaign increased reach of the brand's HVA HHs not exposed to the national campaign from 47% to 85%, including positive lifts across multicultural audiences



Adding Addressable to the advertiser's overall campaign significantly increased the share of impressions against the campaign's lighter exposed HHs



Source: DIRECTV, Automotive Case Study. Campaign time period: Q2 2022. Analysis conducted within DIRECTV footprint. Case study results are based on individual campaign factors. DIRECTV makes no performance warranties. Data Source: Neustar & DIRECTV Viewership Data. \*High Value Audience (HVA) is a custom target built using data from Neustar, a Transunion company, overlaid with viewership data to understand who was unreached or underexposed. Incremental reach within DIRECTV footprint.



Category:

Automotive



# DIRECTV helped an auto brand increase reach across multicultural audiences via Addressable TV

## Challenge

- ▶ An auto brand wanted to attain incremental reach against viewers lightly exposed to the national campaign while also better managing impression and frequency distribution

## Solution

- ▶ 7-week National + Addressable media campaign

## Target Segment

- ▶ Custom target and deciles 0-6 of brand's national campaign from previous quarter

## Learnings

- ▶ Integration of addressable with the National campaign resulted in significant increases in HH reach across three multicultural audiences

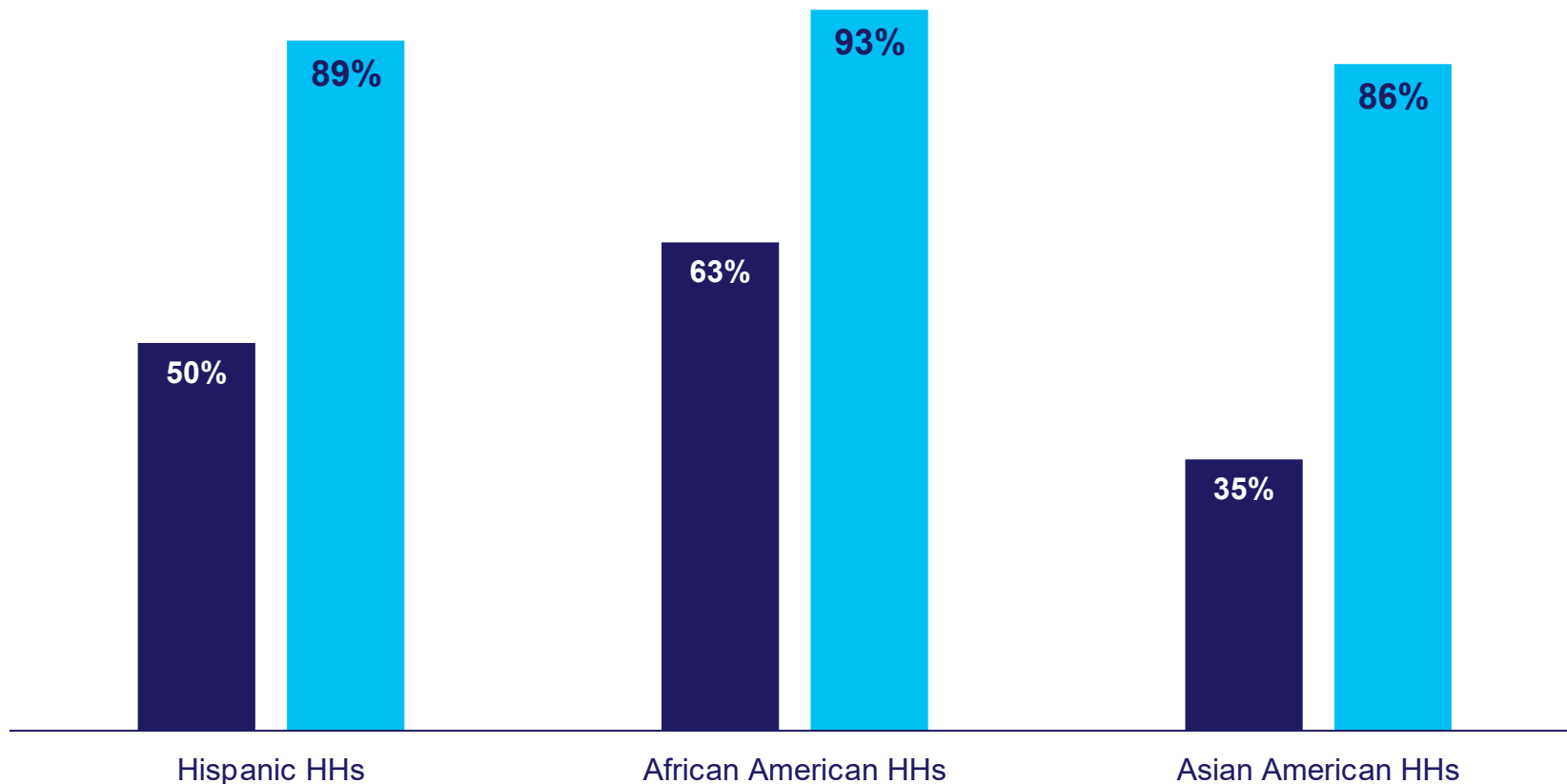
## Company / Viewing Source / Media Type

- ▶ DIRECTV Viewership + Third-party data, Linear + Addressable TV

### Multicultural HH Reach

% of HHs reached by

■ National Campaign    ■ National + Addressable Campaign



Source: DIRECTV, Automotive + Addressable Case Study. Campaign time period: 2Q-3Q '22. Case study results are based on individual campaign factors. DIRECTV makes no performance warranties. Data Source: Third-party data & DIRECTV Viewership Data. Incremental reach within DIRECTV footprint.

**DIRECTV**  
ADVERTISING



An automotive advertiser partnered with Canoe and leveraged their Addressable Linear and VOD platforms to reach 3 specific in-market auto shopper groups across 34MHHs

Campaign Results

**Challenge**

- ▶ An automotive advertiser sought a customized messaging and campaign approach to target 3 distinct buyer segments. They required the emotive storytelling power of TV, along with its wide-scale reach but also needed to ensure the right creative message was delivered to the intended target audience

**Measurement Innovation**

- ▶ A Canoe Addressable campaign was planned across 4 Programming groups on national programmer's Linear and VOD inventory. The cross-platform TV campaign targeted 3 audience segments across 16 TV Networks

**Target Segments**

- ▶ 3 unique In-market for auto segments

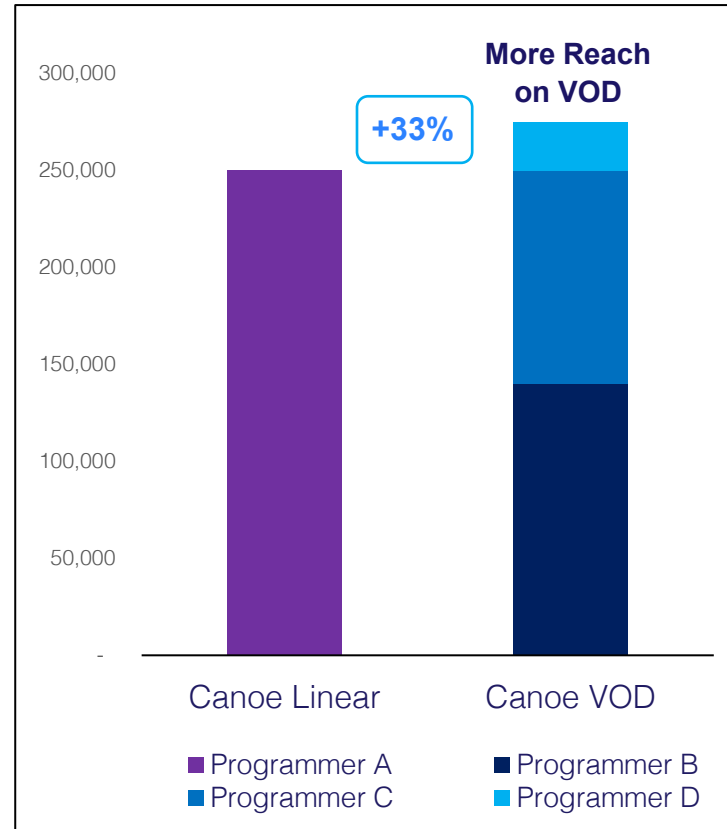
**Learnings**

- ▶ By mining Canoe delivery data, it was determined that, in aggregate, the 14 VOD networks provided greater reach than the 2 Linear network due to the diverse pool of premium content available across the Programmer's VOD networks
- ▶ National Linear TV delivered the greatest network-specific reach against the target audiences. Building on that, there were specific VOD networks that performed nearly as well as the primary Linear network

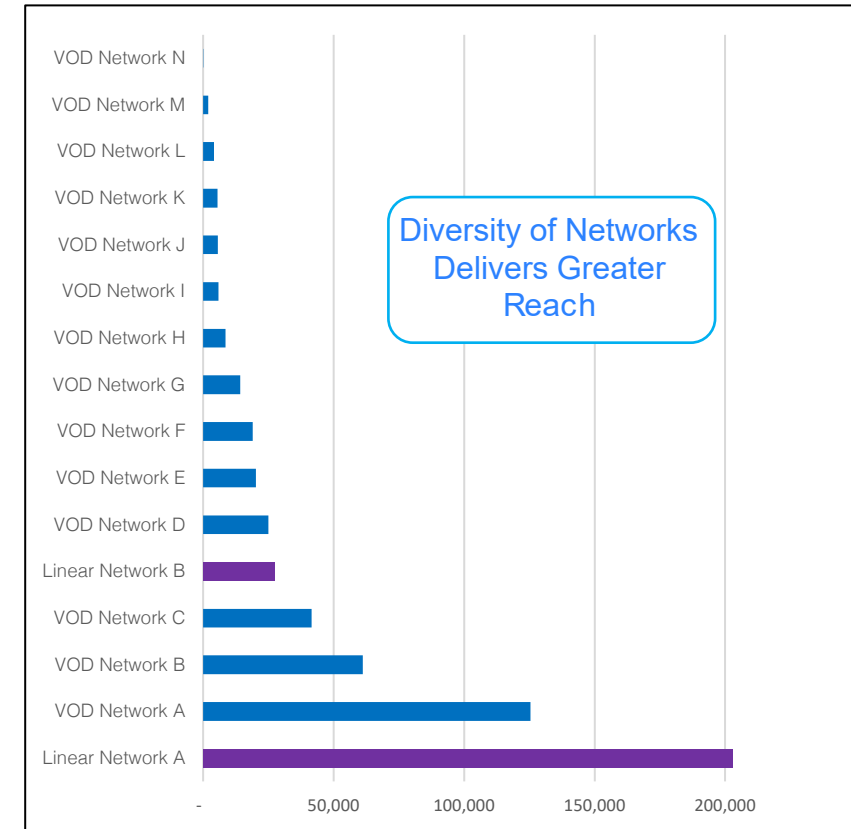
**Company / Viewing Source / Media Type**

- ▶ Canoe / AMC, Fox, TelevisaUnivision, WarnerBrothers Discovery Linear Addressable and VOD Addressable inventory / Linear and Cable STB VOD

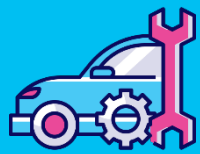
Unique Target Reach by Platform and Programmer



Unique Target Reach by Network



Source: Canoe, Automotive Case study. Campaign time period: April – September 2022.



# Actionable insights from Samba TV enabled a major auto marketer to **more effectively balance** their digital vs. TV strategy

## Challenge

- A major automotive brand wanted to understand the interplay between their Linear TV and Digital media, seeking insights to increase efficiency & impact

## Audience Measurement Innovation

- Samba TV's **True Reach and Frequency (TRF) measurement** provided insights into how the campaign performed across TV and Digital tactics, ultimately supporting the need for more balanced digital vs. Linear TV media mix going forward

## Target Segment

- U.S. HHs

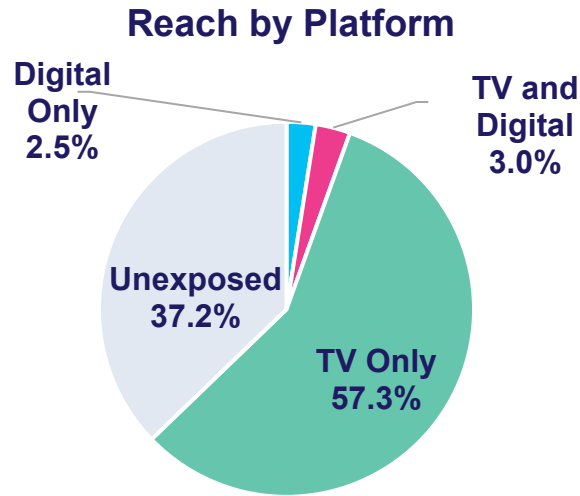
## Learnings

- 45%** of Digital-delivered HH's were incremental to the campaign (high unique reach factor)
- Digital delivered a CPIR\* **1/10th the cost** of Linear TV
- Within TV, Hispanic Networks delivered a far greater share of unique vs. duplicated audiences
- Linear TV vs. Digital frequency required balancing

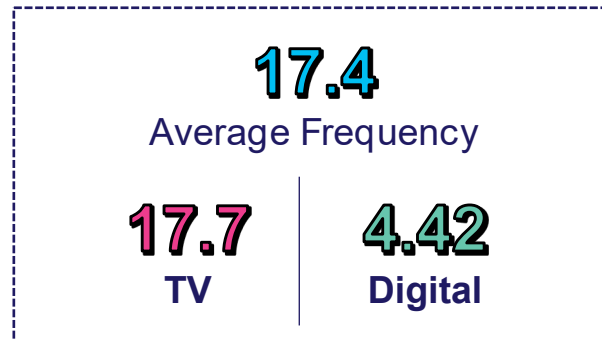
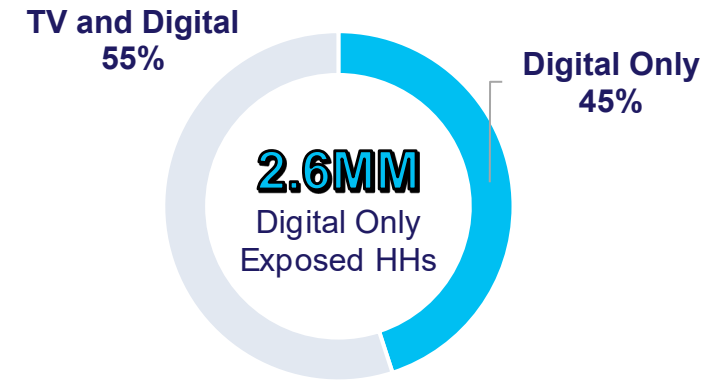
## Company / Viewing Source / Media Type

- Samba TV / Automated Content Recognition (ACR) / Linear, CTV, Online Video

Enabled by Samba TV's True Reach & Frequency Measurement & Dashboards



## Share of Incremental vs. Overlap Digital Reach



Top Networks by Unique Reach

TV Detail	Reach	Unique Reach	Unique Reach Share
NBC	28,286,023	1,751,358	6%
CBS	25,899,821	1,589,257	6%
ABC	21,483,541	1,100,623	5%
TNT	17,724,140	935,662	5%
FOX	17,352,810	866,204	5%

Top Networks by Unique Reach Share

TV Detail	Reach	Unique Reach	Unique Reach Share
UNIVIS	613,779	170,500	28%
GALAV	442,982	114,796	26%
TELEMUND	248,084	48,337	19%
UNIMAS	52,724	8,469	16%
MSNBC	2,098,703	156,066	7%

Source: Samba TV, Automotive Case Study. Campaign time period: February – June 2021. \*Cost per incremental reach.





# iSpot.tv's user level data enabled DriveTime, an auto e-retailer, to optimize frequency and boost their ROAS

## Challenge

- In order to maximize ROAS, one of the largest used vehicle retailers in the US, DriveTime needed deeper insight into incremental results at the network level, as well as optimal frequency before diminishing returns

## Audience Measurement Innovation

- Using iSpot.tv's **Integrated User Level Data (IULD)**, DriveTime tied linear TV ad exposures to conversion events at the individual device level and tallied the number of impressions per device
- Through a lift analysis using an unexposed control group, iSpot.tv calculated incremental conversion events aligned to frequency of impressions
- Spend and conversion rates at the individual network level was also looked at to calculate the Cost Per Incremental Visit (CPIV), also mapped to frequency

## Target Segment

- Any potential DriveTime customer segment

## Learnings

- The first linear TV ad impression had the highest incremental response rate at **60%** with the incremental response rate diminishing as frequency increases
- The rate at which TV ad response decreases as frequency increases was calculated to determine optimal frequency for each TV network

## Company / Viewing Source / Media Type

- iSpot.tv / Smart TV / Linear TV

## Incremental Response Calculations – Bounce TV Network (w/o 2/14/22) example

The first linear TV ad imp has the highest incremental response rate at 60% (160 index)

Frequency			Response	Baseline	Lift	TV Count
Base	Incremental	Total	Index	Index		
0	1	1	160	100	60	7,543
0	2	2	186	100	86	2,976
0	3	3	205	100	105	1,869
1	1	2	186	160	26	2,523
1	2	3	205	160	45	1,128
1	3	4	220	160	60	662
2	1	3	205	186	19	1,572
2	2	4	220	186	34	666
2	3	5	233	186	48	436
3	1	4	220	205	15	1,060
3	2	5	233	205	29	398
3	3	6	244	205	39	271

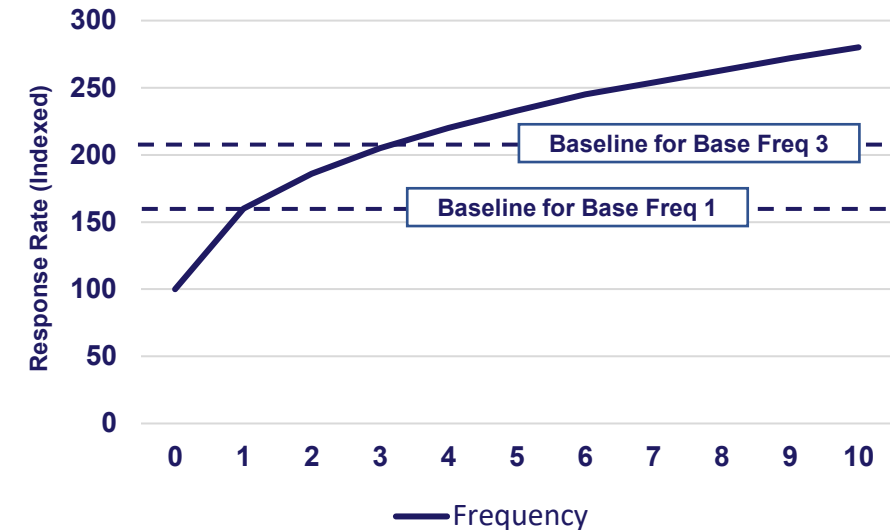
**Base Frequency:** Impressions delivered through other networks (not Bounce)

**Incremental Frequency:** Impressions delivered through Bounce

**Total Frequency:** Sum of the previous two

iSpot IULD Impressions: 135k  
 Distinct Devices: 40k – 3.5 Avg Frequency  
 Audience Size: 160k – 25% Reach

## Media Response Curve



Source: iSpot.tv, case study: *DriveTime x iSpot.TV*. Campaign time period: Q1 2022. Conversion events are driven by website traffic.



# Mid-To-Lower Funnel Case Studies



## How Multiscreen TV drives Action

### Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, sign-up for a subscription, make a booking, etc.)

### **Sampling of 'action-based' outcomes that can be measured:**

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



# A geo-targeted, audience-based campaign drove website traffic for an automotive brand

## Challenge

- ▶ An auto brand sought to efficiently maximize reach and drive website traffic with an audience-based, cross-platform campaign

## Solution

- ▶ An audience-based TV campaign ran across 41 networks, with 70% of impressions running outside primetime
- ▶ Enhanced with 20% of overall investment in a targeted streaming campaign to support and expand overall reach
- ▶ Entire campaign was geographically targeted to the area where majority of sales originated

## Target Segment

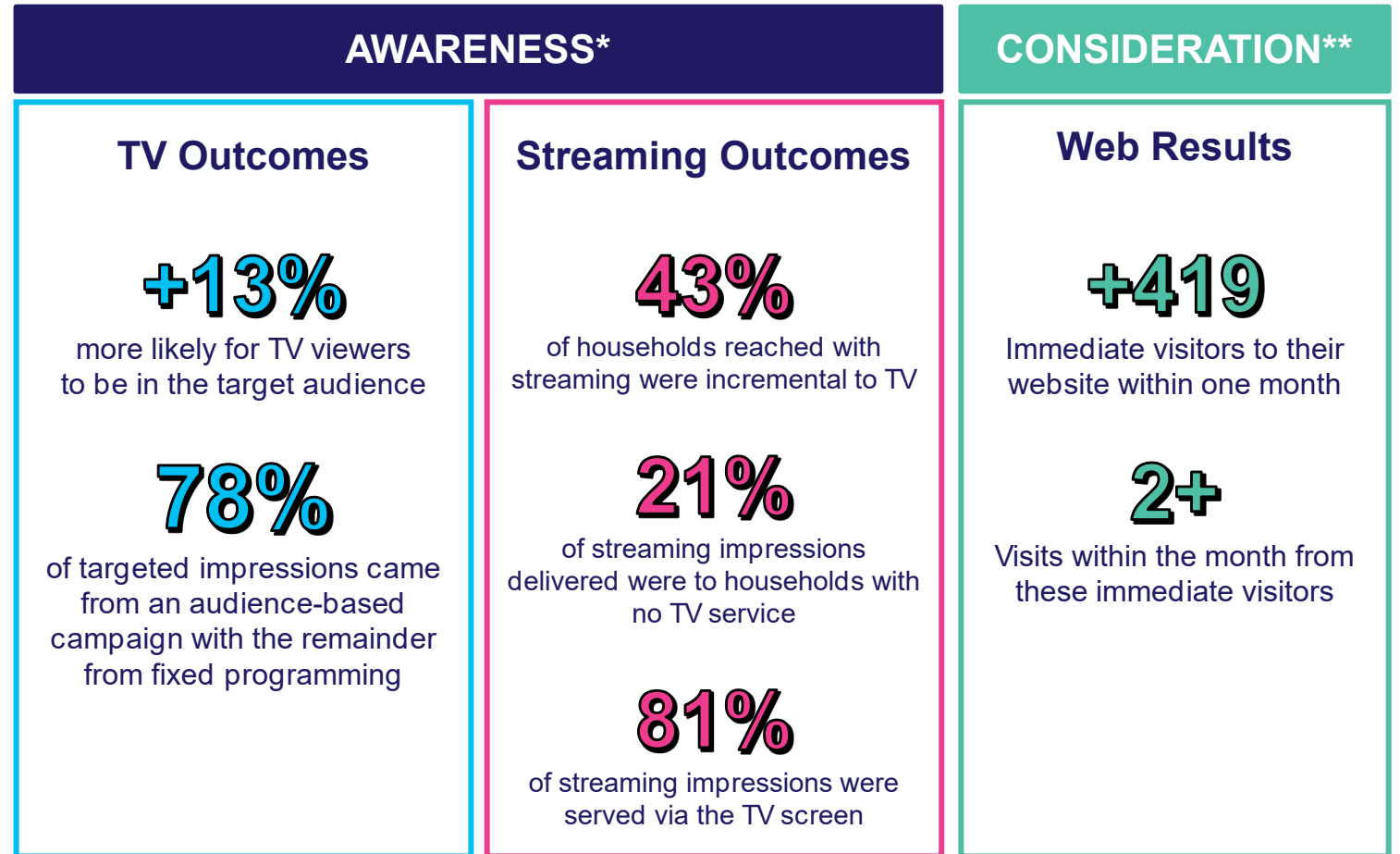
- ▶ In-market for new vehicles

## Results

- ▶ Nearly half (**43%**) of households reached via streaming were incremental to TV. Campaign also generated a positive impact on website traffic, increasing immediate visitors to brand's website **+419** in one month

## Company / Platform / Media Type

- ▶ Effectv / 'Effectv Streaming'\*\*\* + Linear TV / Linear TV, Connected TV (CTV) STB VOD, Mobile & Web



Source: Effectv, Automotive Case Study. Based on analysis of Effectv Streaming advertising campaigns (2021); Web site results provided by TVSquared analysis. Time period: February 2021. \*The "Awareness" portion of the analysis consisted of aggregated ad exposure data of viewing by Comcast households. \*\*The "Consideration" portion of the analysis consisted of third-party web site evaluation by TVSquared; Immediate visitors are defined as additional (above pre-determined baseline) web site visitors occurring within 30 minutes of a cable TV ad airing. \*\*\*Effectv Streaming' consists of premium, mostly long-form video across multiple devices including Connected TV (CTV), set-top-box VOD (STB VOD), mobile and web.



Category:

Automotive



# An AMC campaign on Canoe Addressable drove increased website visits for an automotive brand

## Challenge

- ▶ An automotive advertiser wanted to drive website traffic during the month of February 2021

## Solution

- ▶ A 4-week addressable campaign was launched using Experian pixel data to measure website traffic and compare impact on custom audience target compared to an unexposed control group

## Target Segment

- ▶ Custom audience category target built jointly by AMC and Canoe

## Results

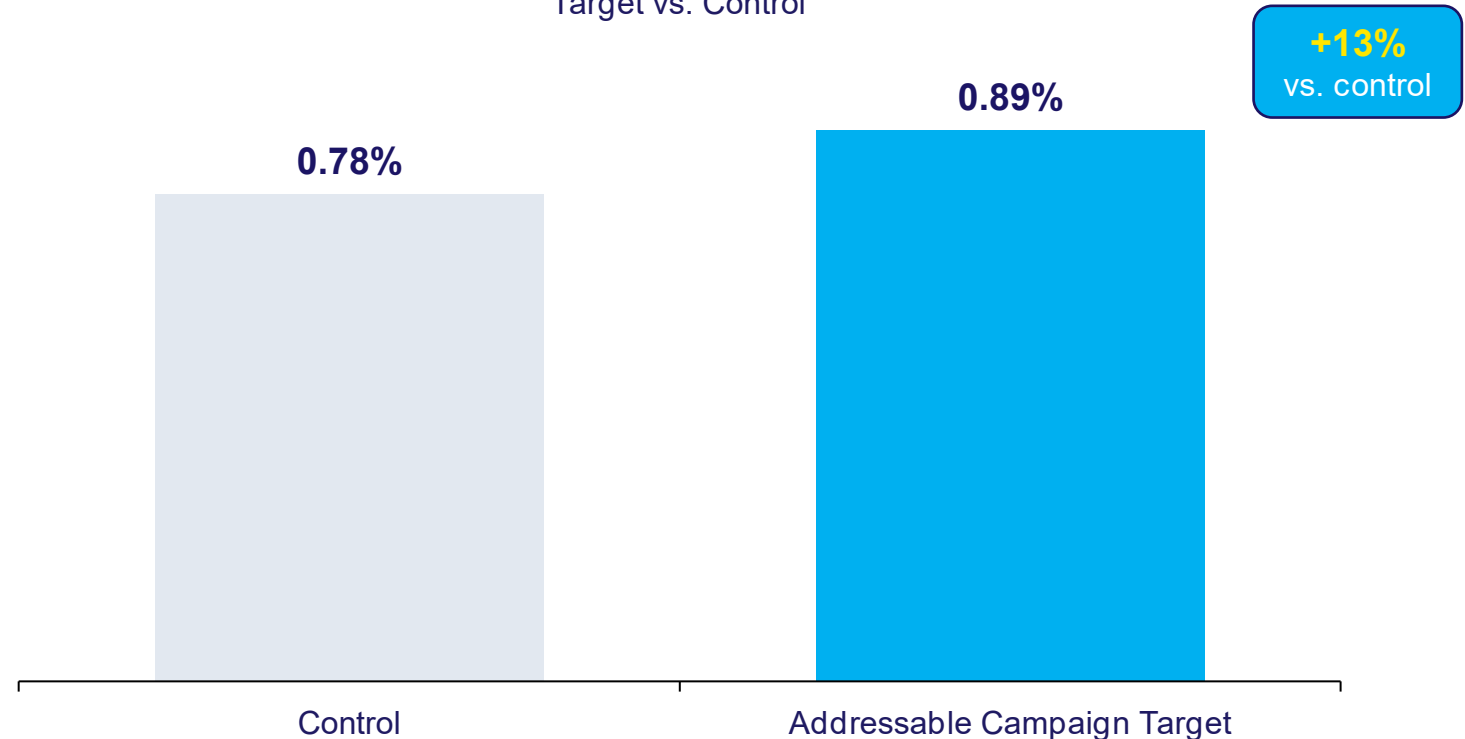
- ▶ A statistically significant **+13.0%** increase in overall website visitors can be attributed to the addressable ad campaign on AMC
- ▶ All website page-specific lifts were positive and most were statistically significant, with sport model page seeing the largest significant lift of **+19.5%**

## Company / Platform

- ▶ 605 Media, Canoe, AMC Networks / Linear and VOD Addressable

## % of Website Visitors Attributed to Addressable Ad Campaign

Target vs. Control



Source: AMC On Canoe Addressable Case Study. Charter and Comcast addressable files, Experian pixel tracked visits to the automotive brand's website. Sample Dates: 1/25/21 - 2/28/21. Except where otherwise noted, displayed viewership data is reported at the household level. 605 and Comcast Viewership Data - Viewership Dates: 1/25/2021 - 2/28/2021. Website Visit Measurement Dates: 1/25/2021 - 3/7/2021. Measurement note: Treatment (addressable campaign target) and control groups were comparable across demographic factors, including: income, age, race, and home ownership. The treatment effect was measured as the difference in conversion rates between the control and treatment groups





# An automotive brand utilized 605 to understand which platforms drove the highest engagement via website visits

## Challenge

- An auto brand wanted to understand which tactics from their cross-platform campaign have an impact on driving consumers to website pages specific to a new car model

## Audience Measurement Innovation

- To determine causal impact, 605 utilized a “**Matched Control**” to remove outside influences and biases. This is done by applying machine learning methods to match each “treated” household to unexposed households that compose a “Matched Control” group

## Target Segment

- Conversion was measured both for any page on the Auto website, and at the page level for five distinct model-related pages

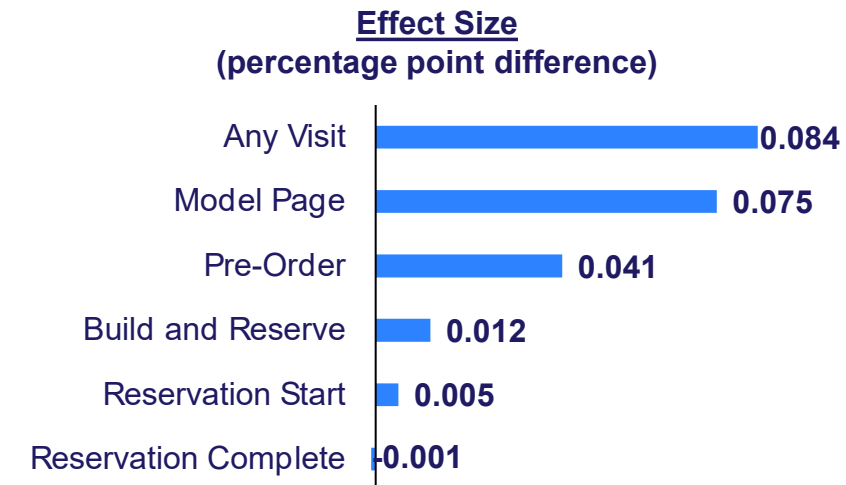
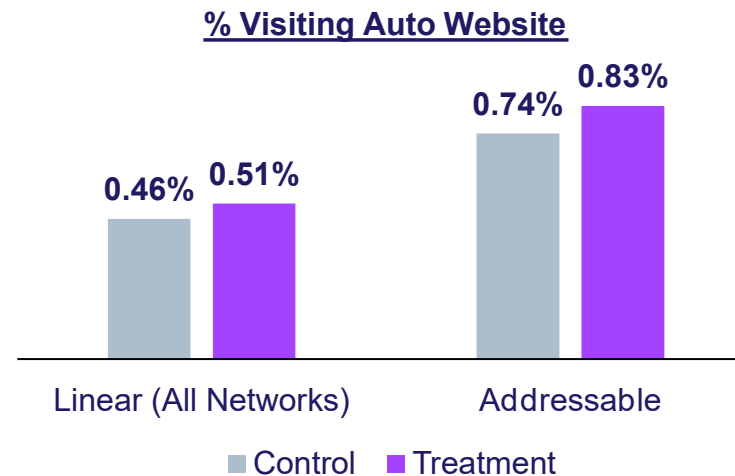
## Learnings

- The national linear campaign drove a **+12%** increase in website visitors. On top of this, cross platform targeted ads produced an additional **+11%** increase, indicating that the campaign is driving even further conversions
- Out of all three platforms, OLV drove the highest engagement with **+>100%** lifts across most pages. Digital delivery increased digital engagement with the brand
- Exposed households that converted tended to be younger, highly educated, and earn higher incomes

## Company / Viewing Source / Media Type

- 605 / Automated Content Recognition (ACR), Set-Top Box / Linear TV, Addressable, Addressable VOD, Digital

Platform	All Reached Households					Uniquely Reached Households		
	Impressions	Reach	% Reach Overall	% Reach per Platform	Average Frequency	Unique Reach	% Unique Reach	Average Frequency
Full Campaign	2,832,587	660,435	16.5%	—	4.3	—	—	—
Addressable Linear	1,247,772	422,678	10.5%	22.5%	3.0	360,348	85.3%	2.9
Addressable VOD	1,226,973	250,710	6.2%	6.9%	4.9	188,544	75.2%	4.9
OLV	357,842	49,577	1.2%	14.0%	7.2	49,074	99.0%	7.2



Source: 605, Case study: *Campaign for Automotive Brand*. Campaign time period: 4/5/2021 – 6/13/2021. OLV = online video. Percentage point differences are compared to the matched control group.



# Leading auto manufacturer shifted to an addressable + data-driven TV strategy which drove **incremental sales revenue**

## Challenge

- ▶ A leading auto manufacturer set a goal to increase sales in the NY area for five specific model vehicles

## Solution

- ▶ To ensure the initiative focused on the most qualified in-market prospects, NYI created spot addressable and linear TV campaigns exposing messaging to four target auto segments

## Target Segment

- ▶ Four targeted auto segments


## Results


- ▶ By concentrating on the four auto segments, conversion among those homes skyrocketed: four of the five models experienced an incremental lift; net incremental sales revenue increased \$7.1M with most sales occurring with two months of seeing the first ad

## Company/ Platform





- ▶ NY Interconnect / Addressable TV, Data-driven linear

## Results / ROI

- Target Model Vehicles Only**
- ▶  336 Incremental sales
  - ▶ **+6% Incremental lift in sales**

- ROI**
- ▶  Net Incremental Sales Revenue: **\$7.1M**
  - ▶ **\$4.53 per dollar spent**

## Additional Key Findings

- ▶  Households exposed to the campaign **purchased 6,302 target model vehicles**
- ▶  Four of the five models experienced **positive sales lift outcomes**
- ▶  Three of the models ranked among the Top 3 in share within their respective competitive classes; One of the models ranked **#1 in its competitive class**
- ▶  Increased ad exposure had a positive impact as the **conversion rate increased along with the number of exposures**
- ▶  The majority of sales occurred **60 days after first being exposed to the ad**

Source: NY Interconnect, Case study: *Addressable TV Collaboration Drives Up Sales*. NY DMA, Conversion analysis based on set-top box ad exposure matched to Experian Automotive sales data. Incremental Lift = (Exposed Buy Rate – Unexposed Buy rate)/Unexposed Buy rate), Incremental Sales = (Exposed Households \* (Exposed Buy Rate – Unexposed Buy Rate). Spot Addressable TV – Altice, Linear TV – Charter, Comcast. Campaign time period: 4Q '19.





# Through advanced TV targeting, a luxury auto brand **drove sales lifts and achieved buy rates** that beat national benchmarks

## Challenge

▶ A leading luxury auto manufacturer sought to increase sales for their compact SUV just as they were releasing an all-new design

## Solution

▶ Using NBCU's AdSmart audience targeting solution, the brand ran a national TV campaign across the NBCU portfolio to reach their custom target. IHS Markit was utilized to measure the impact of the campaign on driving sales lift for the advertising SUV and the advertiser overall.

## Target Segment

▶ Custom IHS Market 'In-Market Luxury Auto Intenders'

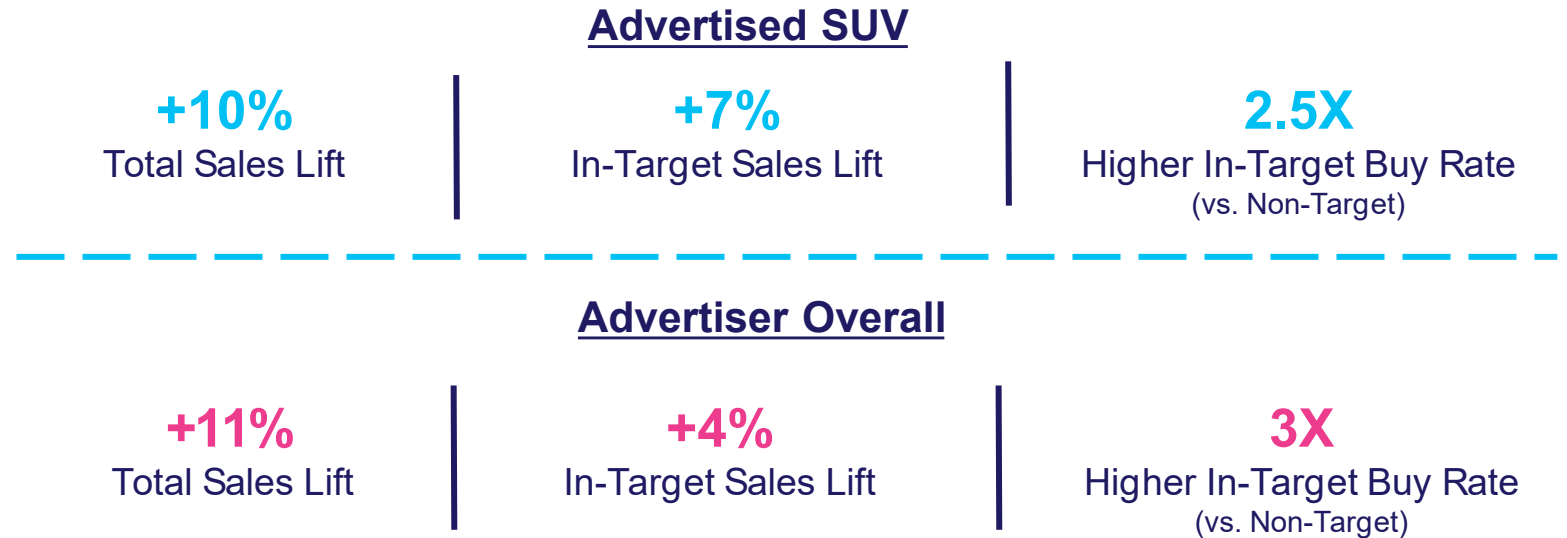
## Results

▶ By implementing a targeted data-driven TV campaign, the brand saw a **+10% total sales lift for their advertised SUV** and the buy rate beat national benchmarks

## Company / Platform

▶ NBCU's AdSmart solution / Data-driven linear

### NBCU AdSmart Exposure Drove Sales Lift



### NBCU AdSmart Buy Rate Beat National Benchmarks

#### Advertised SUV

**2X**

Higher Total Buy Rate

**4X**

Higher In-Target Buy Rate

#### Advertiser Overall

**1.3X**

Higher Total Buy Rate

**3X**

Higher In-Target Buy Rate

**NBCUniversal**



# A geo-targeted multiscreen TV campaign with tailored creative had a **direct impact on sales** for a local Ford dealership

## Challenge

- ▶ A local Ford dealership was looking to expand their primary customer base and conquest sales from competitive dealerships in a geography 20+ miles south of their location

## Solution

- ▶ Spectrum Reach developed new creative with new relevant, targeted messaging to use in a multiscreen campaign aimed at Ford customers
- ▶ In partnership with Experian and IHS Markit, Spectrum was able to isolate exposed / unexposed viewers to measure the direct impact of the campaign on business outcomes

## Target Segment

- ▶ Ford Car & Truck Buyers

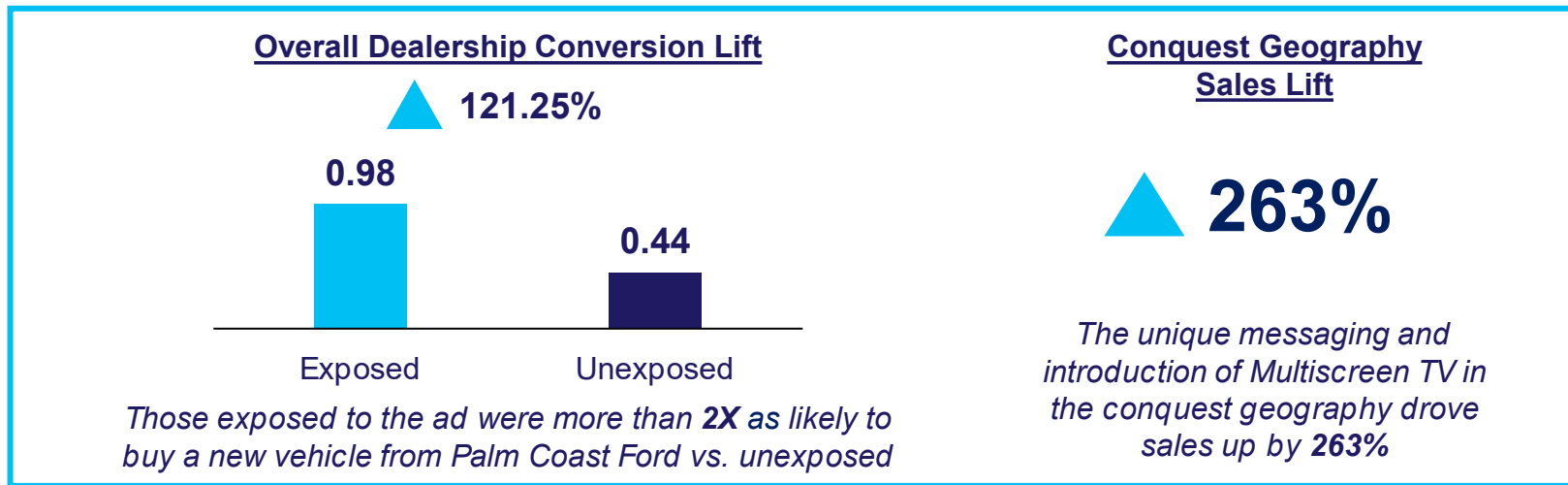
## Results

- ▶ **Reach:** A total of **94,975 HHs** were exposed to a Ford Dealer Commercial
- ▶ **Sales:** Exposed homes bought a total of **185 cars** – essentially, 1 car sold for every 500 homes exposed to an ad
- ▶ **Scale:** Spectrum HHs accounted for **61%** of all Palm Coast Ford sales for the 3-month time period. Among that group, **80%** were exposed to the ad

## Company / Platform

- ▶ Spectrum Reach / Linear TV, streaming TV and addressable online video, display and search

### Overall Dealership Multiscreen Impact



Source: Spectrum Reach, Custom Case study: *How Campaign Attribution Made Palm Coast Ford, a Believer in Multiscreen Media*. Data partners: Experian, IHS Markit. Campaign time period: Dec 14, 2020 – Feb 28, 2021. Traffic, Leads and Sales based on purchased made by exposed HH within 90 days of exposure. Conquest: sales during Oct-Dec 2021 compared to Jan-Apr, 2021.



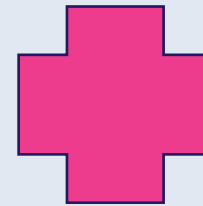
# How Multiscreen TV drives Full-Funnel Outcomes



## Case Studies

### Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects



### Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., visit a website, download an app, sign-up for a subscription, make a purchase, etc.)





# An optimized test led to an audience-based TV campaign which **drove incremental reach, increased sales and cost efficiencies** for the local auto dealership

## Challenge

- Tate Automotive (Dodge, Chrysler, Jeep) in Glen Burnie, Maryland sought to increase sales by expanding their customer base while achieving cost efficiencies

## Solution

- Following a small test based on a data-driven TV campaign with Effectv, which showed that incremental reach is achieved within a broader schedule, the brand applied those learnings to a full-scale audience-based campaign utilizing more than twice as many networks as the previous year

## Target Segment

- In-Market for a New Vehicle

## Results

- The full-scale audience-based campaign led to:
  - Greater efficiencies: +24% YoY investment increase vs. **+46% YoY increase in target HH reach** (vs. traditional campaign in 2019)
  - Sales: **160 cars sold**, #1 brand dealer in the state

## Company / Platform

- Effectv's Audience Intelligence for Local / Data-driven linear

Traditional vs. Targeted Campaign			
Campaign	# of Networks	Target Reach	Frequency
August 2019	12	48%	3.7
August 2020	34	70%	11.1

August 2020 Results

# 160

**Cars Sold**

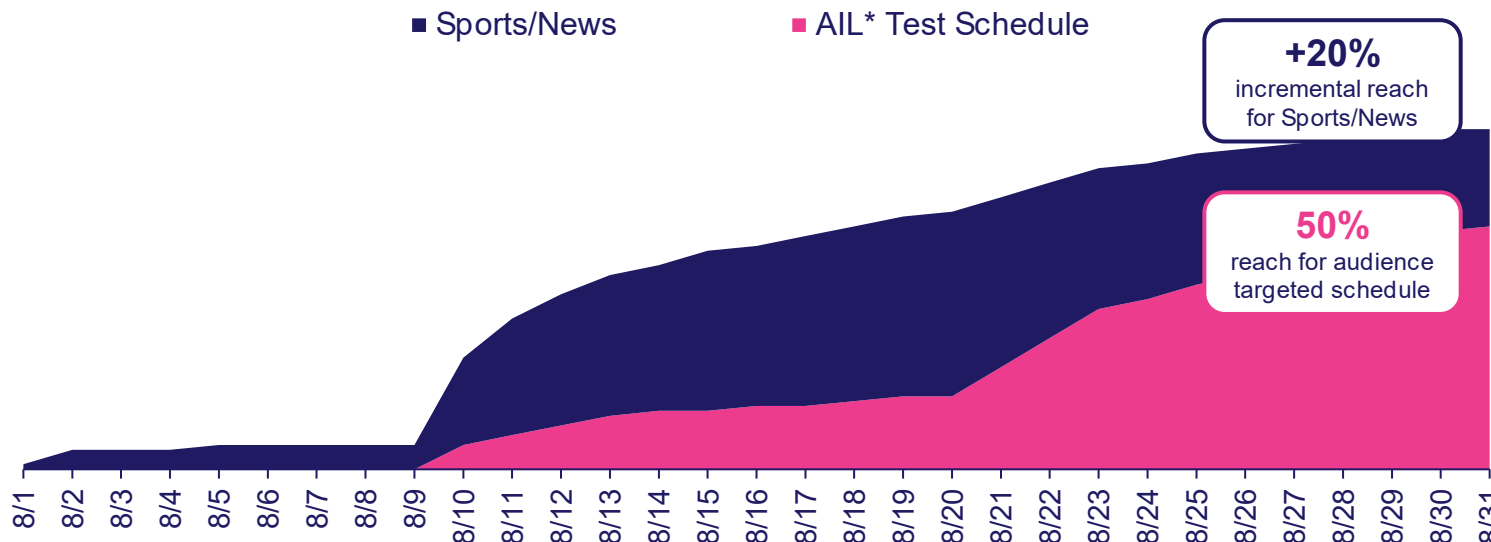
# #1

**Brand Dealer in the State**

### August 2020: Full Scale, Audience-Based Campaign

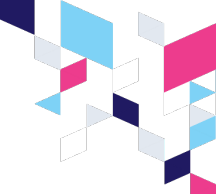
### Campaign Target HH Reach

In-Market for a New Vehicle



Source: Effectv, Automotive Case Study. \*AIL = Audience Intelligence for Local, Effectv's audience-based video solution. The test campaign ran between June-July 2020.





# Want more? VAB has a wealth of case studies across additional categories



Consumer Packaged Goods (CPG)



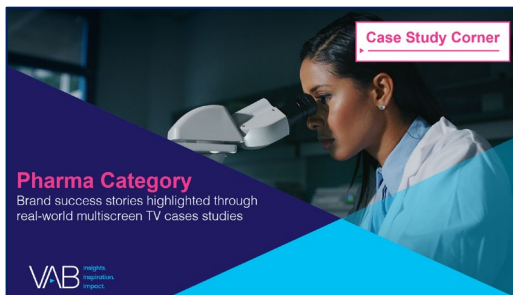
Entertainment & Tune-In



Financial Services & Insurance



Health, Wellness & Beauty



Pharmaceuticals



Restaurants



Retail

Access more case studies at [www.thevab.com](http://www.thevab.com)

# Want more? VAB also has case studies organized across multiscreen TV platforms including linear TV and streaming / CTV



Stream On



How can a convergent TV strategy drive business results for my brand?



Proven Strategies & Tactics In Audience-Based TV Buying



Opportunities in VOD Addressable



Q1 '22 Today's Innovations in Measurement



Q2 '22 Today's Innovations in Measurement



Q3 '22 Today's Innovations in Measurement



Q4 '22 Today's Innovations in Measurement

Access more case studies at [www.thevab.com](http://www.thevab.com)

# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at [theVAB.com](https://theVAB.com).**

