

SUCCESS STORY / DIGITAL MARKETING

Automotive Dealership

Campaign Highlights:

OBJECTIVES: The goal of this campaign was to generate foot traffic to four different dealerships and increase overall auto sales

TACTICS USED: Addressable Streaming TV

DURATION: 6 Months

MARKET: East Coast USA

Strategy & Solutions:

- Addressable Streaming TV was used to capture devices seen at competitor dealership locations
- These devices were then served video ads promoting the client's dealership
- Viewers were directed to visit the client's dealership after seeing ads
- The client provided CRM sales data, which allowed us to:
 - Match ad exposure to VINs viewed
 - Attribute specific sales to the campaign
- We also tracked and reported foot traffic increases to the dealership locations as a result of the campaign



Results:

98.7%

Large Screen
Completion
Rate

35K+

Vehicle
Description
Page Views

2.7M
Impressions

889
Total Sales
Matched

The campaign was incredibly successful, with 889 sales credited to our Addressable Streaming TV campaign. This resulted in a significant revenue increase, surpassing the initial investment by a large margin.