

Addressable TV + Digital Revs Up Auto Sales

Cross-screen advertising makes a bigger impact among those looking to purchase a vehicle

CASE STUDY: CROSS-SCREEN CAMPAIGN

The Challenge

To deliver an effective digital + TV (cross-screen) advertising campaign for a major U.S. auto manufacturer, with the goal of increasing vehicle sales.

The Approach

α4 ran addressable TV and addressable digital campaigns concurrently for 10 weeks, delivering ads to targets in the market looking to purchase a vehicle.

Impressions were served on a variety of top tier news, sports and entertainment networks as well as relevant websites.

The Results

Overall, exposed target households experienced a **+97.2%** incremental lift vs. unexposed households. HHs exposed to **BOTH** TV & Digital had a **+130.9%** incremental lift.

The campaign reached 88% of target households – 79% received a TV ad and 56% received a digital ad. When the campaign's digital component was added to TV, the target HH reach was increased overall by **9.6** percentage points.

Households exposed to the campaign purchased or leased 2,442 vehicles, with an incremental **1,592** purchases and leases attributable to the cross-screen addressable campaign.

The ROI for the client was \$106 per every dollar spent.

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