



CASE STUDY

Addressable

Auto

Objective

Drive consumers in-market for a car to visit the brand's local dealerships

Target

- Auto Intenders
- Dealership Visitors

Execution

12-week Addressable TV media campaign and conversion measurement

Data Used

1st-party CRM data + Polk Audience Solutions

*Lifts are based on a subset of the target HHs for which we get return path data.
Campaign flight: Q2 2020, 30-day attribution window
Case study results are based on individual campaign factors. DTV makes no performance warranties.
Control: Represents 10% of DTV HHs within the target that did not receive exposure to the addressable ad.
Source: Polk Audience Solutions:

Results

The Addressable campaign generated a significant lift in brand sales in each region, and an overall +14.8% lift in conversion rate vs the control.

Incremental Lift in Sales by Region

