AUTOMOTIVE CASE STUDY

Four Auto Dealerships: **889 Sales, Matched**

Addressable Streaming TV that reached competitors' shoppers and tied ads to real sales.

OVERVIEW

Client
Auto dealership group, four locations

Campaign length
Six months

Geography
East Coast U.S.

Investment
$118,000

Products used
Addressable Streaming TV

OBJECTIVE

Drive foot traffic to four dealerships and increase overall vehicle sales.

800+
vehicles sold in the group's strongest month since COVID.

STRATEGY AND SOLUTIONS

We used **Addressable Streaming TV** to reach shoppers whose devices had been seen at **competitor dealerships**, keeping our client in front of people actively shopping for a vehicle.

The client shared **CRM sales data**, so we could match ad exposure to vehicle sales and specific VINs viewed. That created a clear link between the ads, dealership visits, and purchases.

Monthly reporting calls kept the client informed and gave us regular chances to review insights and optimize.



RESULTS

889
vehicle sales matched to the campaign

98.7%
large-screen completion rate

35K+
vehicle detail page views

2.7M
impressions

Want to see ads turn into sales? CRM match-back reporting is available for an additional cost based on audience size. Let's talk.

Results from a single advertiser; individual results vary.