

Case Study

Multiple Rooftop Auto Dealership exceeds 96% View-through-rate



Industry: Automotive

Product: Connected TV, Facebook Dynamic






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COMPANY PROFILE

This multi rooftop auto dealership in the Tri-State region has been in the business for over 30 years. They have a selection of more than a thousand new and pre-owned vehicles from brands including Hyundai, Mazda, Buick, Honda, and GMC. They also provide service, car accessories, and repairs.

CHALLENGES

-  Finding a vendor with automotive expertise
-  Management overhead
-  Too many vendors to manage

SOLUTIONS

-  Connected TV Advertising
-  Facebook Dynamic Advertising

CHALLENGE

The dealership had been approached by marketing and advertising vendors offering services limited to a few channels or streams, but the dealership was looking for a one-stop solution to help with all their marketing needs. Also, most of the vendors didn't specialize in automotive marketing. The dealership struggled to identify a marketing agency that provided end-to-end services and specialized in automotive.

OUR PROCESS

Our marketing solutions are built from the ground up to specifically serve automotive dealerships to reach in-market audiences and sell more cars. The dealership quickly saw the difference between our solution and their previous vendor. We achieved 96% view-through rates at \$0.03 per completed view. With one agency managing all their marketing needs and with a single point of contact, the dealership got their overhead to the minimum and could focus their efforts on other priorities.

RESULTS

96%

View-through
rate

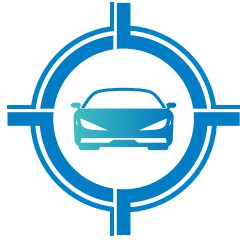


\$0.03

Cost per
completed view



THE DEMAND LOCAL DIFFERENCE



DYNAMIC INVENTORY

Retarget people who visited a vehicle description page with highly relevant, personalized ads automatically by integrating auto inventory feeds.



UNPARALLELED AD PLACEMENT

Our experts handpick private marketplace inventory and household names in TV content to show the ads to relevant audiences.



96% COMPLETION RATE

Campaigns are optimized for maximum audience engagement and ensure the auto dealership's message is received in full.



CTV SPECIFIC REPORTING & ATTRIBUTION

Measure success using digital or traditional media planning and KPIs, including a CTV-specific report.

96%

View-through rate



\$0.03

Cost per completed view

