

## Case Study

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



**Industry:** Automotive

**Product:** Connected TV, Facebook Dynamic



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<b>Industry:</b>	Automotive
<b>Product:</b>	Connected TV, Facebook Dynamic

### 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

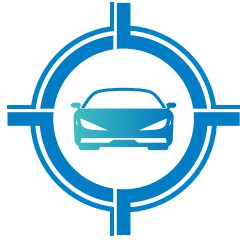


**\$0.03**

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

