

Case Study

One of the nation's largest Automotive Service Retail Groups



Industry: Automotive Service

Product: Mobile Geofencing, Connected TV



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98% View-through rate	\$0.03 Cost per Completed View	0.40% Click-through rate	175K Reach
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COMPANY PROFILE

One of the largest national franchises providing automotive tires, service & parts with 600+ independent stores nationwide. The retail chain holds an extensive selection of name brand tires, and about 1,500 delivery trucks for distribution across North America. We worked with the California Regional Group which is a statewide group consisting of 29 retail stores. The group serves the California market providing expert installation and top-notch customer service.

CHALLENGES	
	Imprecise Targeting
	High Cost for TV Ads
	Wasted Ad Spend

SOLUTIONS	
	Mobile Geofencing
	Connected TV
	Audience Data

CHALLENGES

This regional group wanted to increase local brand awareness and name recognition in the vicinity of all their 29 retail locations. Their choice of media to accomplish this was Television ads. The rising costs of traditional TV advertising would not provide the value and narrow targeting the group desired given the specificity in their target customer -- ads need to be served in precise locations and to users that are likely to become future customers. Lacking this accuracy led to wastage in ad spend. The challenge was finding the right vendor who could devise a strong strategy and provide more flexibility and granularity when it comes to targeted TV ads.

OUR PROCESS

Having seen the evolution of Connected TV Ads and its positive impact on some of our clients in the automotive space, we proposed CTV Ads as an alternative to traditional TV advertising. With Connected TV we were able to pick exactly who we want to show the ads to. We limited the targeting to large-screen-devices-only to ensure that we reach the most engaged and vested audience. We then layered in audience data which includes demographic, behavioral, and interests adding a greater level of specificity on who sees the ad.

The audience predominantly included in-market shoppers who are looking for tires, services, and parts. We also added high mileage drivers as well as audiences interested in competing brands to the mix. The impressions were broken by device type, time of day, audience type and we optimized the campaigns for completion rates and cost-per-completed-view to make sure the ads were received in full and cost-effectively.

We ran Mobile Display advertising to boost brand awareness in areas surrounding the retail locations. We identified zip codes where their potential customer resides and drew geofences around those areas. The group wanted to promote special offers for first responders, and medical workers. Hence we targeted local businesses in close proximity to each dealer location. We reported on top sites, top audiences, and performance by ad size.

RESULTS

Connected TV Ads achieved a View-through-rate of 98% at a \$0.03 Cost per completed view. Mobile Geofencing campaign exceeded the booked impressions at 136% reaching about 175,000 users with a Click-through-rate of 0.40% within the span of a month.

98%

View-through rate

\$0.03

Cost per Completed View

0.40%

Click-through rate

175K

Reach

PUBLISHERS



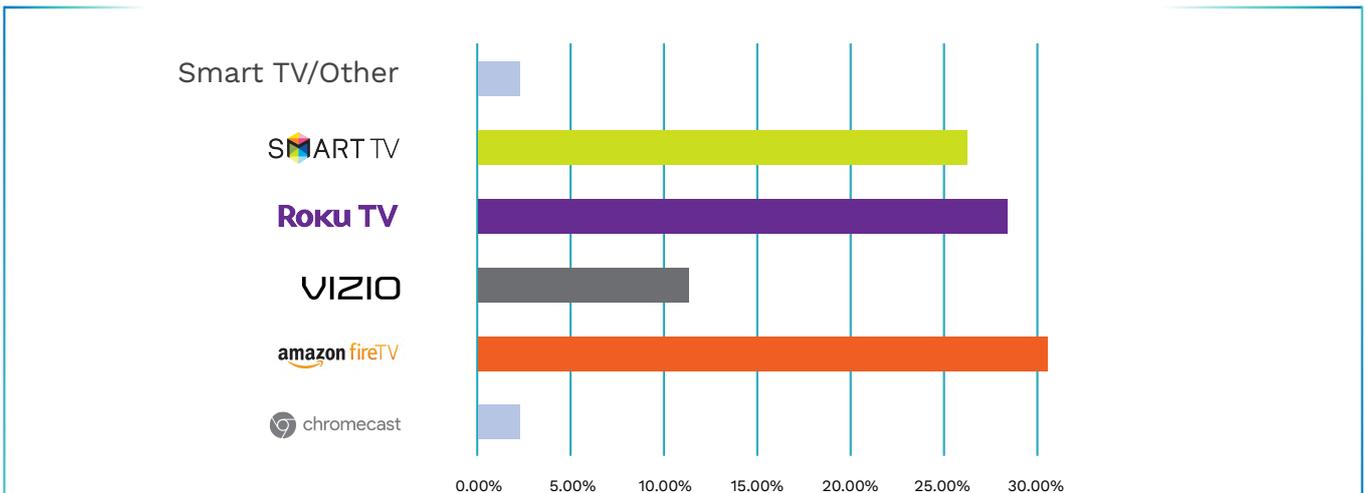
Ads were shown on Xumo TV across 160+ premium channels. Xumo TV has about 10 Million monthly active users.



Pluto TV is another publisher network where the ads were shown. Pluto TV has over 250+ channels and 1000+ on-demand movies.



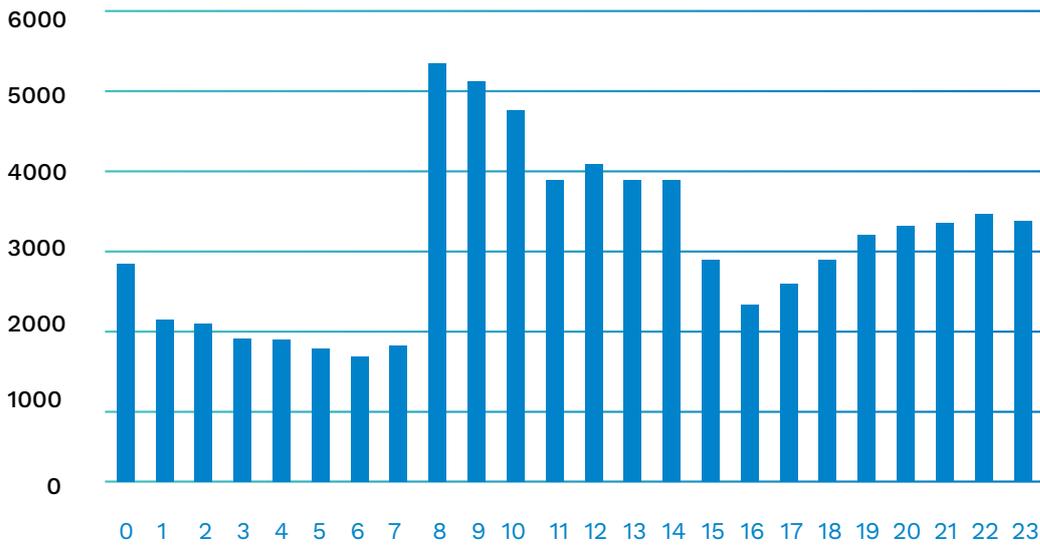
DEVICE BREAKOUT



SITES

  	  	  
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TIME OF DAY



THE DEMAND LOCAL DIFFERENCE



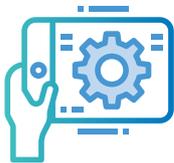
WHITELABEL SOLUTION

Scalable marketing service that can go up or down based on your needs.



FULL-SERVICE MARKETING

Multichannel digital marketing service that includes display, search, inventory, social media, CTV/OTT, video, and digital audio.



ADVANCED REPORTING

Tailored reporting unique to each client with a custom breakdown that includes demographic data.



WALK-IN ATTRIBUTION

Accurately measure the actual store visits using our proprietary technology, from ad impression to store walk-in.



LIGHTNING FAST ONBOARDING

Minimal setup cost and onboarding timeline to get your campaigns up and running in no time.



MEDIA & TECHNOLOGY PARTNERS

Access to a wide network of industry-leading media and technology partners.



INSTANT SUPPORT FOR TROUBLESHOOTING

Dedicated team of experts to provide full support and resolutions with the utmost attention

[Schedule a free Strategy Session](#)