

CASE STUDY: CONNECTED TV

**Reach your target audience
across devices with effective
Connected TV campaigns.**

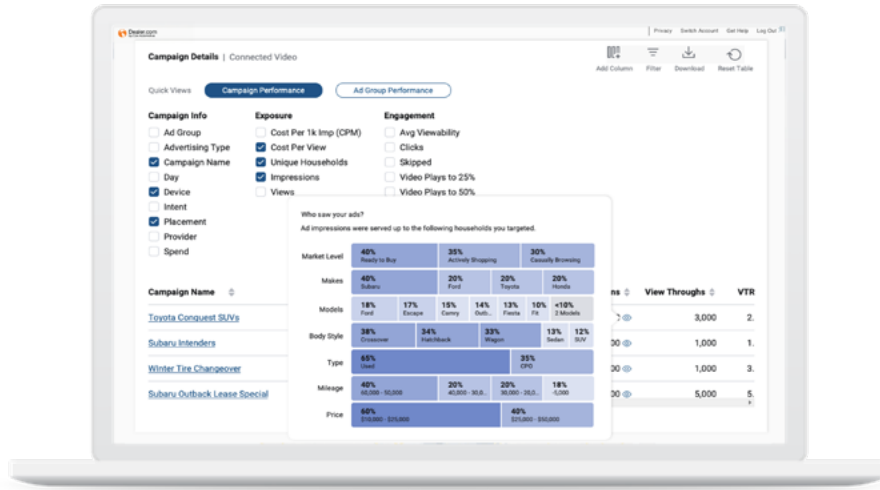
Drive Awareness and Sales with Connected TV.

Spotlight on “ROI MOTORS”

“ROI Motors” has been a long-standing advertising partner of Dealer.com. This dealership first began advertising with Dealer.com back in 2010 and has continued to be a pioneer in piloting new and innovative advertising strategies to help grow their business across the northeastern region of the United States.

Surpassing Competitors and Closing the Gap

In the highly competitive automotive market, this case study subject fell behind its rivals in Nameplate Ranking share percentage year over year. They wanted to continue growing awareness of their dealership and steal a portion of market share from top-performing competitors in the area. Their goal was to use Connected TV to target those competitors using a conquering strategy.



THE RESULTS

The case study subject increased their Nameplate Ranking share percentage year over year by 7%+ with the Connected Video product.

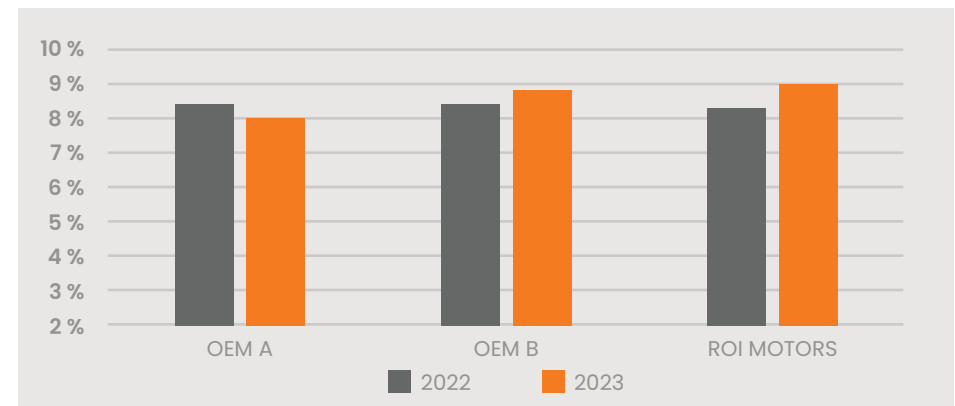
The case study subject successfully utilized the Dealer.com Premium Connected TV product to optimize its advertising campaign and increase market share. Through close collaboration with their dedicated Dealer.com team, critical performance metrics were analyzed and utilized to consistently optimize the campaign, resulting in noteworthy outcomes.

As a result, the case study subject surpassed both leading OEMs in the market and emerged as the top brand in their region for units sold by make. In addition to increasing their share of voice, Dealer.com’s advanced targeting capabilities generated quality leads and sales opportunities, maximizing the advertising spend for “ROI Motors” and generating record-breaking ROAS (Return on Ad Spend) numbers month over month.

Partnering for Competitive Edge

Cox Automotive’s Dealer.com joined forces with “ROI Motors” to tackle the challenges of reaching their target audience in the competitive automotive market. By integrating connected TV into their advertising media mix, they gained a significant advantage over their rivals.

Leveraging the latest technology, this innovative approach allowed the automotive dealership to connect with potential customers in a personalized and impactful way. By strategically placing ads on Connected TV platforms, “ROI Motors” could effectively engage with its desired audience, driving awareness, consideration, and ultimately, conversions.



THE BENEFITS

Connected TV boosts brand recognition and helps to generate more sales leads by targeting shoppers on all devices. As consumers move from cable to digital streaming, dealerships can engage with customers through impactful video campaigns with verifiable ROAS (Return on Ad Spend). The shift to Connected TV advertising offers more opportunities for customer engagement than traditional television.

DATA INTELLIGENCE

ADVANCED TARGETING

TAILORED MEDIA BUYING

TRANSPARENT REPORTING AND OPTIMIZATION

RETARGETING

EFFICIENT PRICING FOR MAXIMUM RESULTS



73%

of total U.S. homes are streaming on Connected Televisions.¹

131+ BILLION

Hours are spent consuming Connected TV content.²

¹ Comscore CTV Intelligence™, May 2023, U.S.

² Comscore Media Metrix Multi-Platform, CTV Intelligence™, Comscore TV, Jan 2022 – Jan 2023 U.S.