

Auto Dealership Case Study

SAVE TIME AND ACHIEVE HIGHER RETURN ON AD SPEND (ROAS) BY TRUSTING TC ADVERTISING SELECT TO RUN YOUR AUTOMOTIVE CAMPAIGNS

CONTEXT



CAMPAIGN LENGTH

Six months



GEOGRAPHY

Midwest U.S.



INVESTMENT

\$118,000



SOLUTIONS

Addressable Streaming TV

OBJECTIVE

The goal of this campaign was to generate foot traffic to four different dealerships and increase overall auto sales.

RESULTS

98.7%

Large-screen
completion rate

35K+

Vehicle description
page views

2.7m

Impressions

889

Total sales
matched

STRATEGY & SOLUTIONS

STRATEGY

Addressable Streaming TV was used to capture devices from competitor locations. These devices were served ads and directed to the client's dealership from competitor locations.

They also provided CRM sales data so we could match back to the VINs viewed.* Additionally, we could show how our campaigns drove foot traffic to the locations and influenced auto sales. We set up monthly reporting calls to update the client on campaign progress and talk about the success of the campaign targeting.

OUTCOME

The campaign was incredibly successful, with 889 sales credited to our Addressable Streaming TV campaign. During this campaign, the client had their best month post COVID, where over 800 vehicles were sold. This resulted in a significant revenue increase, surpassing the initial investment by a large margin.

