

Experian Automotive

Measuring Connected Campaigns

Case Study: Strategus CTV Campaign and Experian's OmniImpact for Automotive

Experian's data powers an automotive measurement reporting solution, bringing vehicle sales performance for brands and competitive analysis to digital automotive marketing campaigns.

Automotive Advertiser Case Study

The Business Challenge

A regional advertising agency, acting on behalf of an original equipment manufacturer (OEM), wanted to better understand the performance of their connected TV (CTV) automotive marketing campaign. They wanted to:

- Evaluate digital and TV campaign performance, attributing actual vehicle sales to the campaign
- Identify the best performing audience segments or offers, including demographic and psychographic variances among the target audience
- Evaluate and adjust their marketing strategy based on campaign performance

The Solution

The agency initiated a programmatic campaign to reach previous buyers of a specific model in a targeted geographic region. They reached these viewers by leveraging CTV advertising to raise awareness with targeted audience viewers.

In addition, the advertiser used remarketing techniques and other Strategus advertising solutions to re-engage the previously exposed viewers.

The Results

Following the execution of the streaming campaign, the agency wanted to measure their campaign results. Not only did they want to track digital, clickable, activity for the campaign audience, they wanted to understand the audience's offline activity, and ultimate vehicle purchase decision.

Specifically, they wanted to know:

- Did the campaign drive incremental sales for their brand (by make & model)?
- How did the attributed vehicle sales perform vs. their competition?
- How could they fine-tune the campaign execution to further improve their results?

With Experian's OmniImpact for Automotive solution, Strategus was able to attribute vehicle sales to the exposed audience for their client. They knew if the consumer purchased the intended vehicle, if they purchased a different vehicle and how the demographic and psychographic profile varied the vehicle purchasers.

Some of the key details and findings:

- The target audience consisted of multiple devices for over 100K households
- The reached target audience vehicle purchase lift was 133% over the control group's vehicle purchase activity.
- Furthermore, the exposed target audience also achieved a triple digit lift over the unexposed audience.*

Based on purchase activity and demographic and lifestyle differences within the reached targeted audience, Strategus was able to optimize the advertiser's campaign focus and activity to create additional incremental lift to maximize the campaign ROI.

*Unexposed are within the target audience but did not receive advertising impressions.

Source: Case Study results were based on an August 2023 Strategus television campaign conducted for an advertising agency on behalf of an OEM. Measurement results were based on vehicle purchases with a 40-day attribution window, ending in September 2023, as measured by the Experian OmniImpact for Automotive solution.

OminiImpact for Automotive

Going Forward

Expanding marketing insights and business intelligence

As an innovation leader in data-driven CTV advertising, Strategus delivers audience-centric advertising solutions across CTV and streaming devices by leveraging premium data partners, curated publisher deals, and advanced targeting techniques. Strategus provides a comprehensive suite of managed services for CTV—including attribution, optimization, reporting and analysis—empowering brands to achieve unparalleled engagement and results.

Experian has a unique advantage over other automotive data providers because of the ability to leverage multiple data sources from their in-house statistical credit, vehicle and marketing databases to deliver a level of unmatched intelligence. As a result, Experian's OminiImpact for Automotive™ solution provides competitive intelligence that empowers advertising agencies and their clients with insight regarding the impact of their marketing strategies and campaigns. They can objectively measure the return on investment (ROI) of their initiatives to pinpoint which specific campaigns were successful and where adjustments are needed. OminiImpact clients can see trends and act before the competition, giving them the actionable insights and a competitive advantage to make decisions that position them to win in a crowded automotive marketplace.

Getting Started

Measuring the impact of your CTV advertising against actual vehicle sales

To find out more about measuring the impact of your advertising against actual vehicle sales, contact your Experian account executive at 888 409 2204, or your Strategus account executive at connect@strategus.com for details on how to get started.



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