

Case Study

Connected TV gives marketers a new avenue for reaching audiences beyond traditional TV ad buys. As connected TV viewing grew within their core target audience, a regional automotive dealership was looking for ways to leverage this type of digital media to drive engagement to their website.

The Objective

- Leverage connected TV to increase engagement and awareness
- Raise awareness among specific target audiences, including cord cutters and cord shavers
- Increase website visits by using cross-device conversion tracking

The Solution

Car buying almost always happens in the dealership. But the car-buying journey begins well before the consumer visits the dealership. That's why a regional automotive dealership turned to another channel that could increase engagement and awareness for the right audience: connected tv.

Using Choozle's self-serve platform, the dealership segmented and targeted relevant audiences viewing premium streaming content on connected TV devices. By tapping into automotive-specific audiences from Datalogix, Edmunds, and IHS Markit, the dealership was able to reach consumers they knew their ads would resonate with. In addition, the dealership set up cross-device conversion tracking to measure site visits driven through their connected tv campaigns.

As a result, the dealership successfully scaled its connected tv campaign across five different target audiences. More importantly, the campaign captured 3,500 website visits, a 30% month-over-month increase that resulted from commercial views, which would have gone unmeasured with a traditional TV ad buy.

Key Results

30%
increase in
website visits

\$0.07
cost per unique
household

\$0.10
cost per
completed view