



CASE STUDY

SALESMATCH™ | PLATFORMS

The powerful impact of connecting video campaigns
to real-world vehicle sales





Overview

With most automotive sales taking place offline, many advertisers struggle to show their return on investment (ROI) for campaign performance.

VDX.tv, a global video advertising tech company, leveraged **Urban Science's** daily industry sales data to connect their TV ads to real world vehicle sales through our SalesMatch solution.

Explore the **powerful connection** between Urban Science and VDX.tv in the following three use cases - all of which resulted in **big wins** for top U.S. auto brands.



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Use Case 1

Sustaining Vehicle Sales

Challenge/Need

- **Sustain** vehicle sales for a top U.S. auto brand's flagship pick-up truck

Method

- VDX.tv used TV Magnify to only **target** households actively shopping
- Urban Science's SalesMatch solution directly **connected every ad impression to dealership sales** in near-real time



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Use Case 1

Results

\$1688:1

Return on Ad Spend

*Driving **\$166M+** in revenue
over 60 days*

\$36.05

Cost Per Vehicle Sold

*Compared to NADA
Benchmark of \$705*

Sales by Channel

53% Mobile

27% CTV

20% Desktop



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Use Case 2

Boosting EV Sales

Challenge/Need

- **Boost sales** of an electric SUV model and **educate consumers on EV** charging within California – the largest EV Market

Method

- VDX.tv used TV Magnify to **target** actively shopping households
- Ad units included a **PlugShare map** of local public charging stations to **increase awareness** of compatible chargers
- Urban Science's SalesMatch solution connected which **ad exposures** led to **actual vehicle purchases**



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Use Case 2

Results

86%

Of Total Campaign
Sales Influenced
by CTV
(in 1 month)

2500

EV Sales
Influenced
*Generating more than
\$119M in revenue*

99%

Video Completion
Rate (VCR)
*Beating industry
benchmarks by 3%*

45%

Of Total Ad
Engagements from
the PlugShare map



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Use Case 3

Converting Active Shoppers

Challenge/Need

- **Reach** and **convert** active shoppers to keep momentum on a redesigned compact SUV for a leading domestic auto brand

Method

- Using TV Magnify, VDX.tv delivered **precision-targeted video campaigns**
- VDX **targeted** households exhibiting in-market auto shopping behaviors
- Urban Science's SalesMatch solution **tied ad exposures to real-world vehicle sales**



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Use Case 3

Results

8.13%

Sales Lift &
Market Share
over just 60 days

\$89.05

Cost Per Vehicle Sold

*Compared to NADA
Benchmark of \$705*

*Nearly**
\$400:1

Return on Ad Spend

Driving \$40M in revenue

**Actual ROAS: \$398.86:1*



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Key Takeaway

These three use cases demonstrate the **power of sales measurement and data collaboration** between powerful platforms like VDX.tv and Urban Science's Media Performance solutions.

Working collaboratively with platforms to fuel campaign performance and optimization with our quality, daily industry sales data is a **win-win**, especially for automakers.

Want to connect the dots between digital ads and real-world vehicle sales? Learn more at urbanscience.com/media.



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