

CASE STUDY

SALESMATCH

PLATFORMS

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







Overview

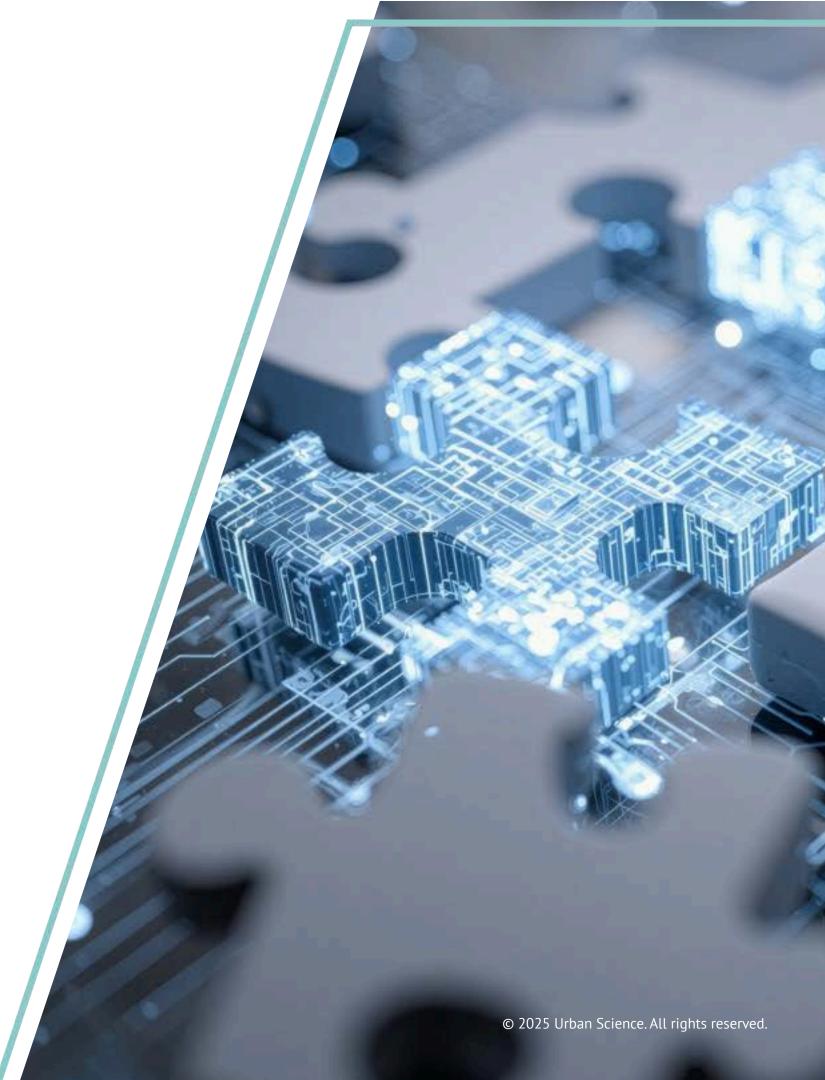
With most automotive sales taking place offline, many advertisers struggle to show their return on investment (ROI) for campaign performance.

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.









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





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





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





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







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







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





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 <u>urbanscience.com/media</u>.





