



MEDIA PERFORMANCE

CASE STUDY

SALES MATCH™ | AGENCY

The powerful impact of connecting online actions to offline vehicle sales.



URBAN SCIENCE®



Challenge & Need

Automotive brands face an unrelenting challenge in clearly **connecting digital marketing investments to offline measurable outcomes**. Programmatic media can provide precision targeting and scale, but measuring the impact of those campaigns when the majority of auto sales take place offline can be challenging.

Traditional digital outcomes – like website actions – offer limited insight into **how media investment truly impacts the bottom line**. This can lead to inefficient budget allocation and uncertainty about which tactics are most effective.

Strategy & Solution

Offline sales attribution **bridges this gap** by tying programmatic media exposure to verified offline vehicle purchases, enabling the client to bring the offline, online.

This data **enables more accurate campaign optimizations** and stronger alignment between marketing and sales, which ultimately ensures that advertising dollars directly contribute to dealership performance and revenue growth.

Using **Urban Science's daily sales data**, a Tier 3 agency confidently measured offline automotive sales, allowing their client, a global automotive OEM, to have tangible **sales data tied directly to their programmatic campaigns**. This allowed the agency to move away from traditional KPIs and transition to ROI and sales lift.



Results & Impact

The campaign (a display, video and CTV program for a global OEM) launched at the start of 2025. The agency used Urban Science's SalesMatch solution to **connect media exposure directly to dealership sales**.

From January to June 2025, the campaign delivered:

3,928

Verified sales,
representing more
than \$118 million in
MSRP revenue.

95%

Dealers enrolled in the
program by June 2025
based on its success.

6%

Lower cost per sale
versus the NADA
benchmark.





Additional Insights

The campaign revealed some notable trends in the exposure-to-sales timeline, illuminating the importance of **consistent ad exposure** throughout the decision window.

29.5

Average days from buyers' first media exposure to vehicle purchase.

7

Average number of impressions buyers were served before purchase.

~50%

Of all tracked sales included exposure to video or CTV.



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To learn more about Urban Science's Media Performance solutions, check out www.urbanscience.com/media

