

**MEDIA**PERFORMANCE

CASE STUDY

# **SALESMATCH™** | PLATFORM

Experimentation with AI provides alternate way to identify influenced sales.





# Challenge

It's no secret **identifying marketing impact** is challenging, especially when a large chunk of advertising is in “walled gardens,” which can restrict the flow of performance data. For marketers in particular, it can be very challenging to measure individual activities that influence a consumer sale.

Many automakers who use these platforms to target consumers and deliver advertising are also looking for ways to become more effective, including using AI. However, **using AI to create efficiencies** is only possible when you know what the inefficiencies are. Wasted ad spend, channel fragmentation, measurement coordination, outdated data and/or where to run experimentation are just a few of the inefficiencies automotive marketers can experience.

**Working within a platform's native tools** is an enticing option to create efficiencies, given the benefit of using an established process. This is especially beneficial when using AI for experimentation to test different media and targeting strategies.



URBAN SCIENCE®

SALESMATCH™



# Strategy & Solution

Urban Science worked with The Trade Desk and a leading agency on behalf of a major OEM to illustrate how **AI-driven experimentation** can help marketers understand the impact of different media and targeting strategies.

Knowing experimentation and tests could be run within the native platform tools (those found exclusively within the platform), Urban Science took the initiative to allow The Trade Desk to use **SalesMatch data to power this experimentation.**

The Trade Desk used Urban Science's **offline sales data** to identify buyers with similarities to those who had recently purchased a vehicle, which activated AI-driven Look-A-Like (LAL) Audiences and powered impressive results.



URBAN SCIENCE®

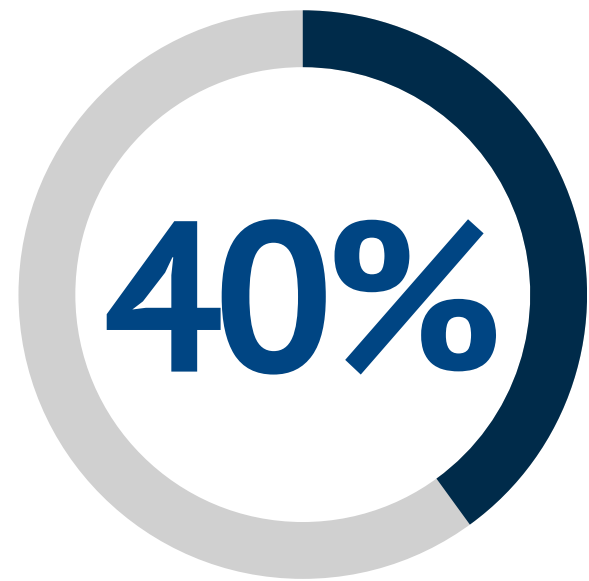
SALESMATCH™



AI

# Results & Impact

Activating Look-A-Like (LAL) Audiences for the agency's automotive clients delivered clear, data-backed results including:



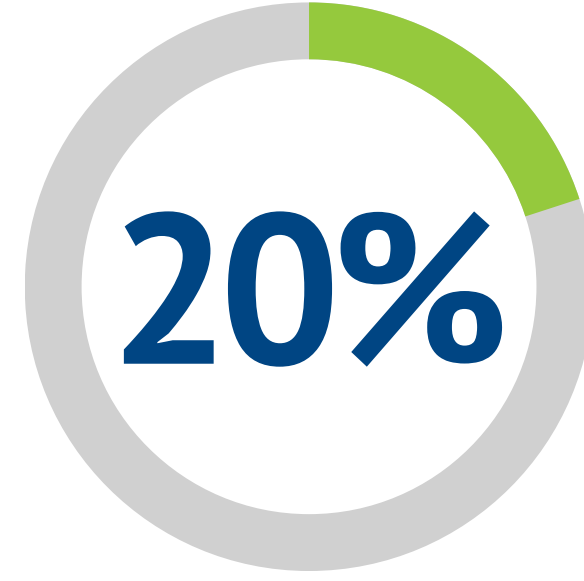
## more efficient

Cost per vehicle sold for LAL audiences vs. first-party behavioral and retargeting audiences



## more efficient

Cost per vehicle sold for LAL audiences vs. other third-party audiences



## higher purchase rate

For LAL audiences compared with other third-party audiences.

“

Marketers get the most from measurement when experimentation is the foundation of their strategy, in my view. Every brand wants to know where to spend and what impact each investment delivers.

Conducting incrementality tests and conversion lift studies with attributable sales data – including experiments run with native platform tools – will guide investment decisions toward truly incremental sales.

”

Scott Clark, Global Director of Product and Operations  
Urban Science

To learn more about Urban Science's Media Performance solutions, check out [www.urbanscience.com/media](http://www.urbanscience.com/media)



URBAN SCIENCE®