

# CASE STUDY: AUTOMOTIVE

Auto dealership wanting to focus on general awareness and driving users to the website.

Utilized :15 & :30 pre-roll and streaming TV video assets.

**Auto Dealership with 6 rooftops ran a 1-month campaign promoting vehicle finance options and incentives.**

Goal was to drive traffic to the website and awareness of finance options and incentives on specific makes and models. Targeting tactics included audience targeted auto segments, contextual targeting toward automotive content, and site retargeting. Video on streaming TV (OTT/CTV) private marketplace deals (PMP's) and standard preroll video on all devices was utilized.

Creatives: :15 & :30 pre-roll video and streaming TV spots.

**98%**

Video  
Completion  
Rate

**0.20%**

CTR of pre-roll  
video

**0.10%**

CTR above  
industry  
standard