

Automotive Campaign Study:

Brand Awareness +

Driving Walk-Ins to Dealerships

alphonso 
The TV Data Company

TREMOR
VIDEODSP
A TAPTICA COMPANY

Automotive Digital Campaign and Insights Summary

This study showcases the planning, execution and results from a TV-to-digital retargeting campaign conducted by Alphonso and Tremor Video DSP with a top U.S. automaker.

The basics:

- Brand was outspent by a key competitor by 50% on TV
- To counter, the strategy was to use Alphonso TV retargeting to extend reach and frequency via a multichannel approach
- The car manufacturer extended reach by showing digital video ads to viewers of competitive TV ads, reaching people that normally watch different networks
- To further extend frequency, the brand showed digital video ads to viewers of its own TV ads

Automotive Digital Campaign Results

- Highest (87.7%) VCR occurred during primetime
- The digital campaign had a video completion rate (VCR) of 83.2%, well above industry benchmark
- Alphonso also used location data to evaluate offline impact of media:
 - Viewers of TV ads for the brand were 14% more likely to visit a dealership
 - Viewers of TV ads for the brand were most likely to visit a dealership within 3 days of seeing the ad
 - Optimal frequency for driving dealership visits was 11-16 times

Campaign Results

1.5M

Impressions

83.2%

VCR

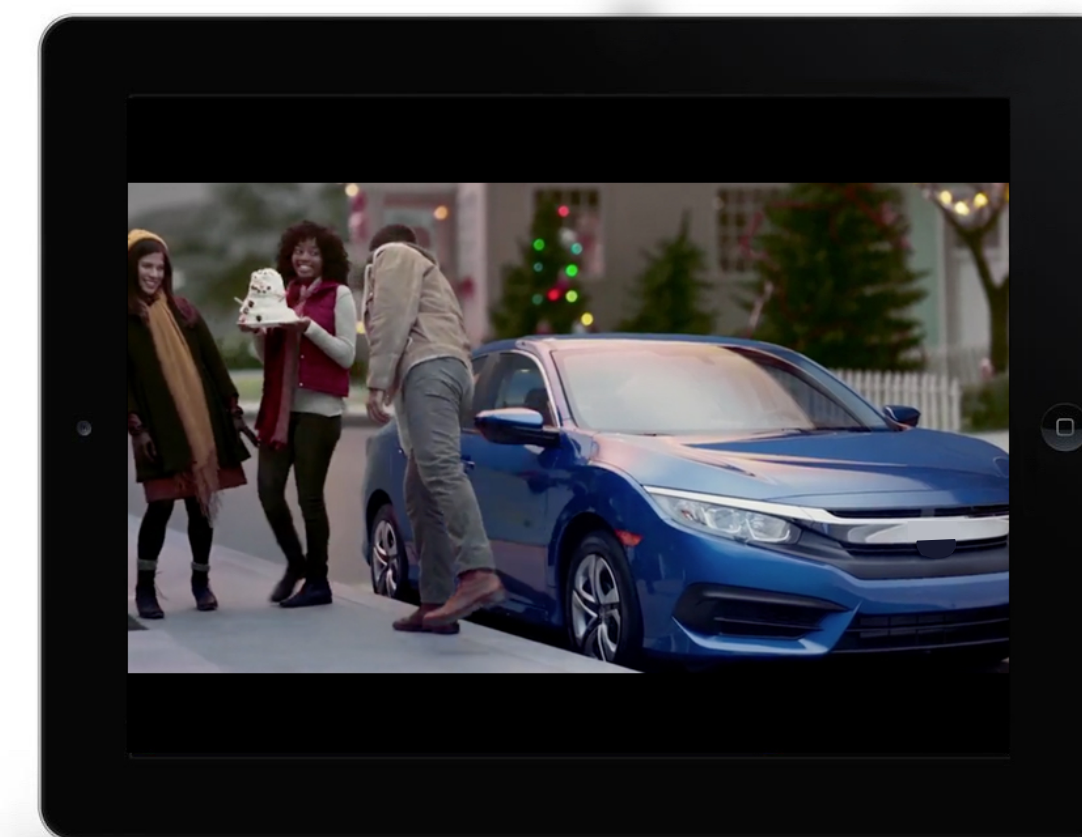
16% over benchmark of 72%

Automotive Campaign: Chicago

Brand Awareness + Driving Walk-Ins to Dealership

Alphonso enabled an influential car manufacturer to extend the frequency of its TV campaign by reaching the audience exposed to its TV ads on digital. The manufacturer also used TV data to target the audience exposed to TV ads from competitors.

The campaign delivered strong results with 83.2% VCR.



Performance Summary by Placements

Video Completion Rate was higher in December.

November
Targets

**Viewers of
the brand's TV ads**

241K
IMPRESSIONS

60K
REACH

82.1%
VCR

**Viewers of
competitors' TV ads**

243K
IMPRESSIONS

63K
REACH

81%
VCR

December
Targets

**Viewers of
the brand's TV ads**

488K
IMPRESSIONS

88K
REACH

83.9%
VCR

**Viewers of
competitors' TV ads**

489K
IMPRESSIONS

88K
REACH

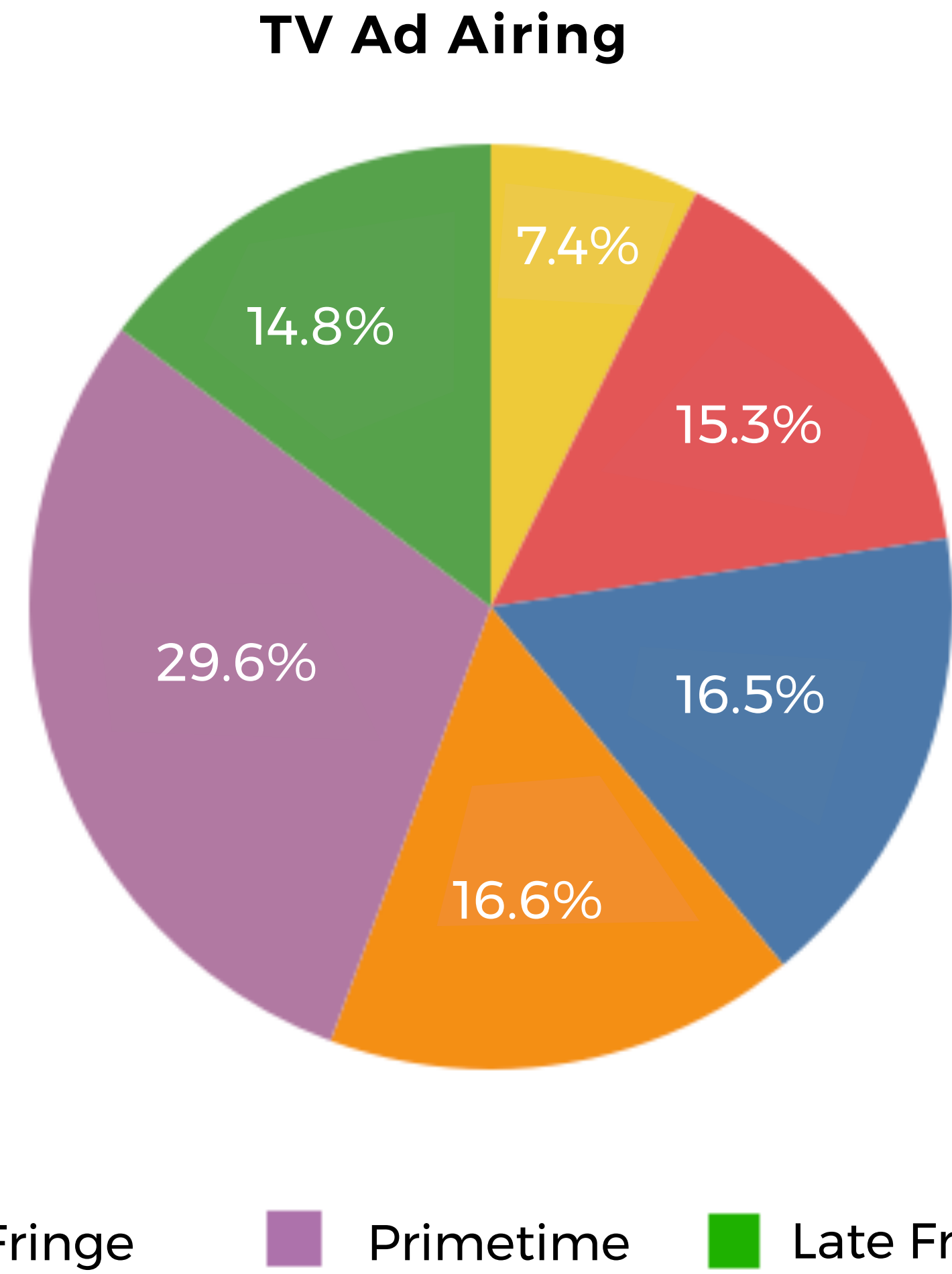
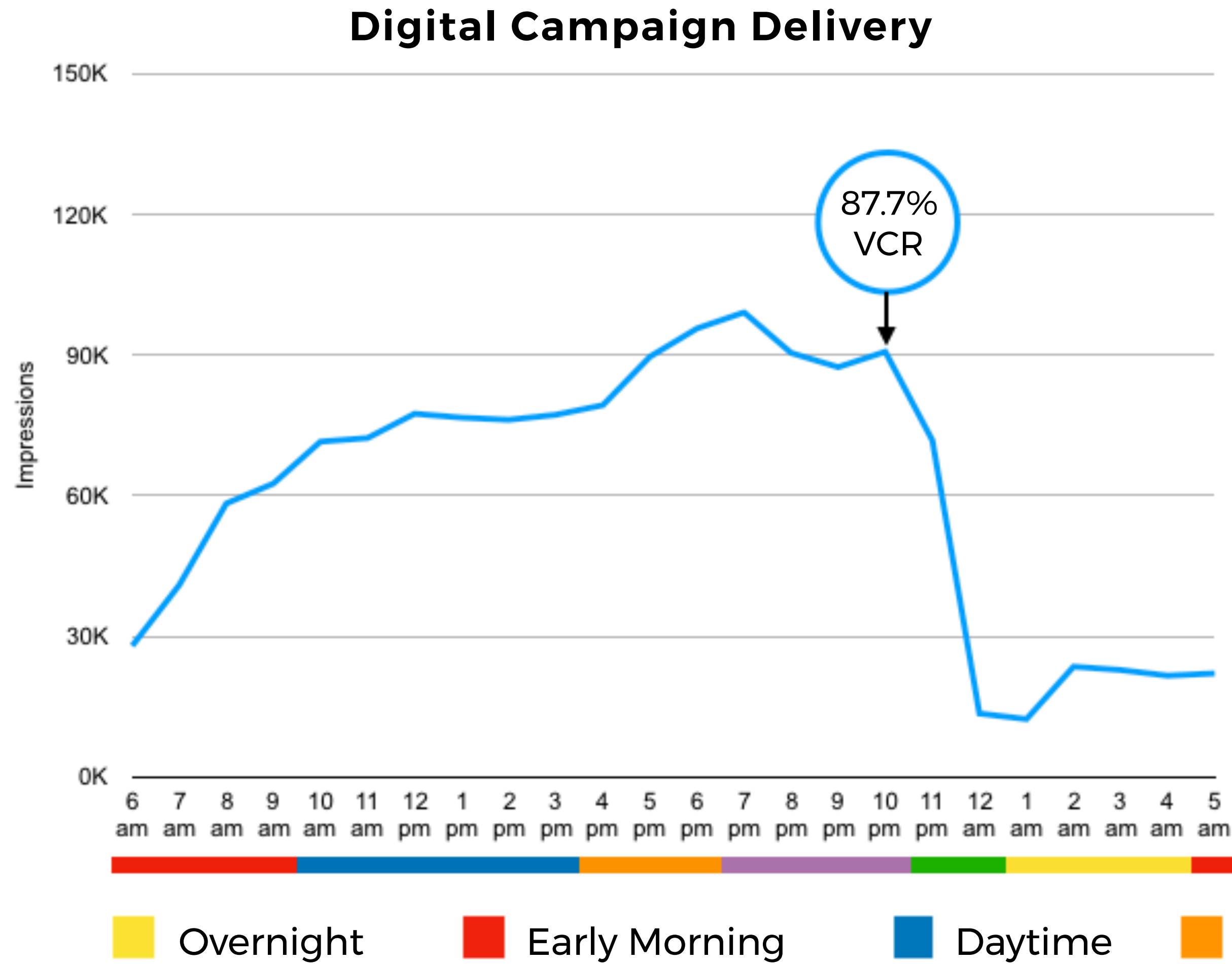
84.3%
VCR

VCR Benchmark

72%

Digital Campaign Delivery by Dayparts

The majority of digital ads were delivered during daytime and primetime. The highest VCR was during primetime.



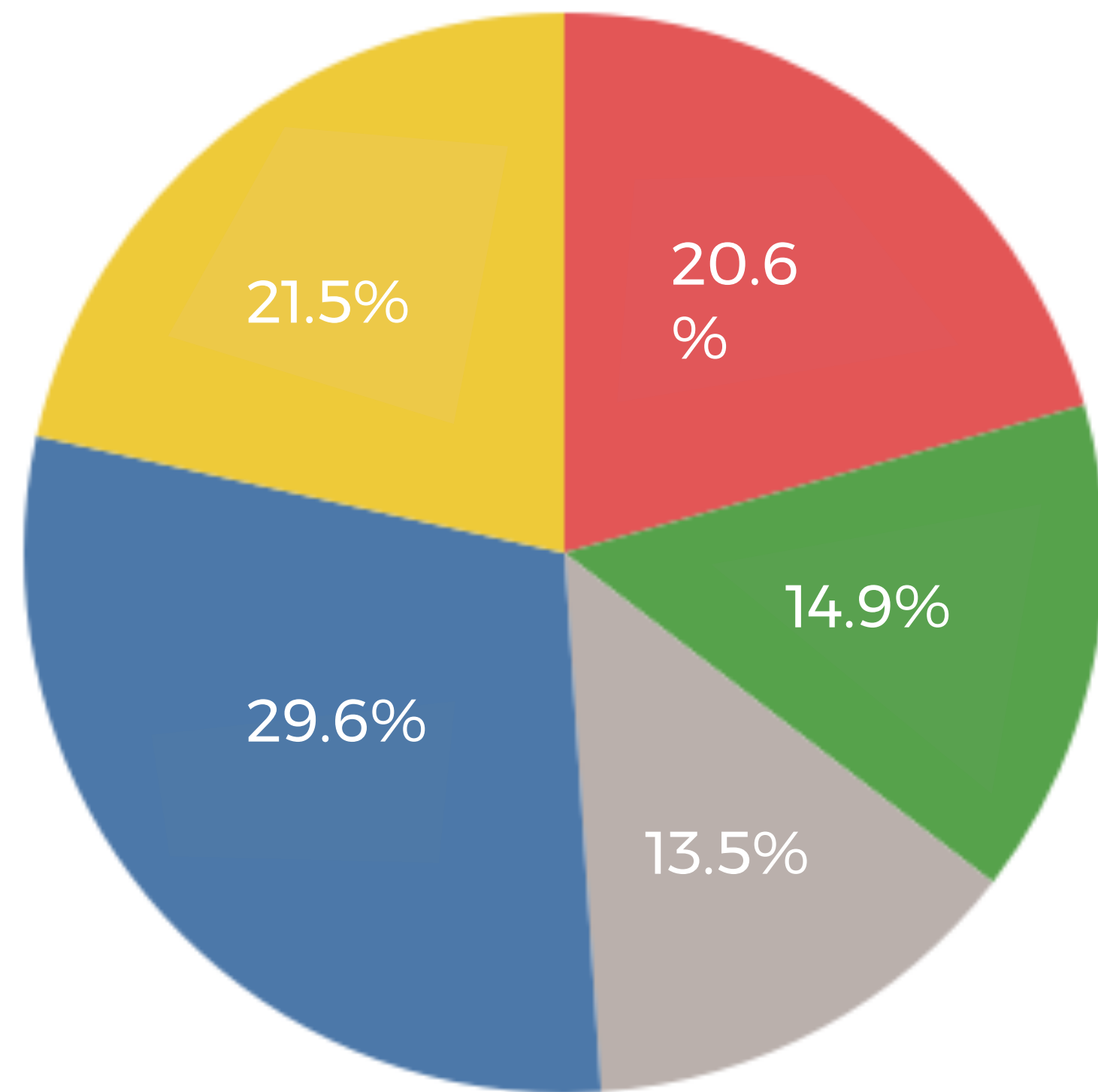
TV Ad Airings Analysis



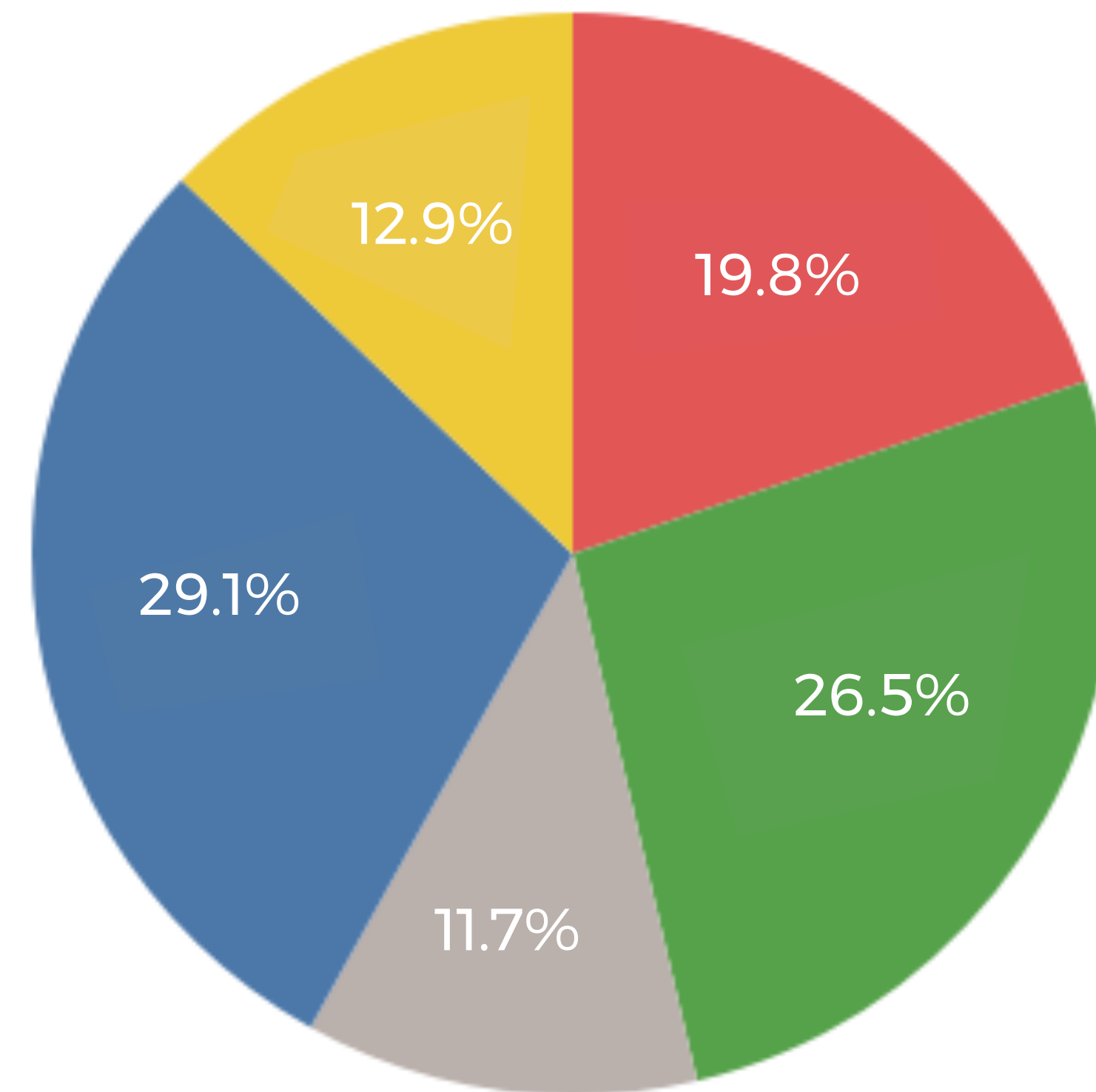
Share of Voice: Brand vs. Competitors

The brand's competitor had the highest ad airings and the highest estimated ad spend during the campaign period.

SoV by Total Ad Airings



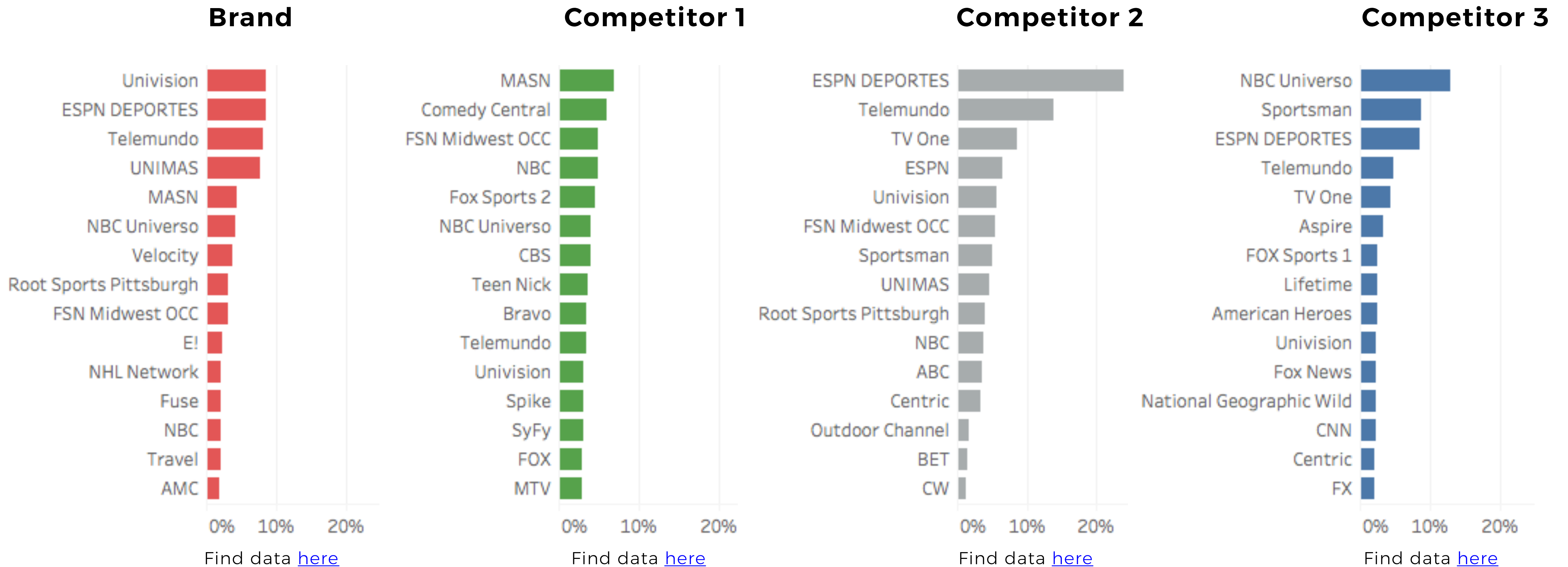
SoV by Estimated Ad Spend



- Brand
- Competitor 1
- Competitor 2
- Competitor 3
- Competitor 4

Share of Voice by Networks: Brand vs. Competitors

Targeting the audience exposed to competitive TV ads helped the brand extend reach among viewers of other cable networks.



Share of Voice by Shows: Brand vs. Competitors

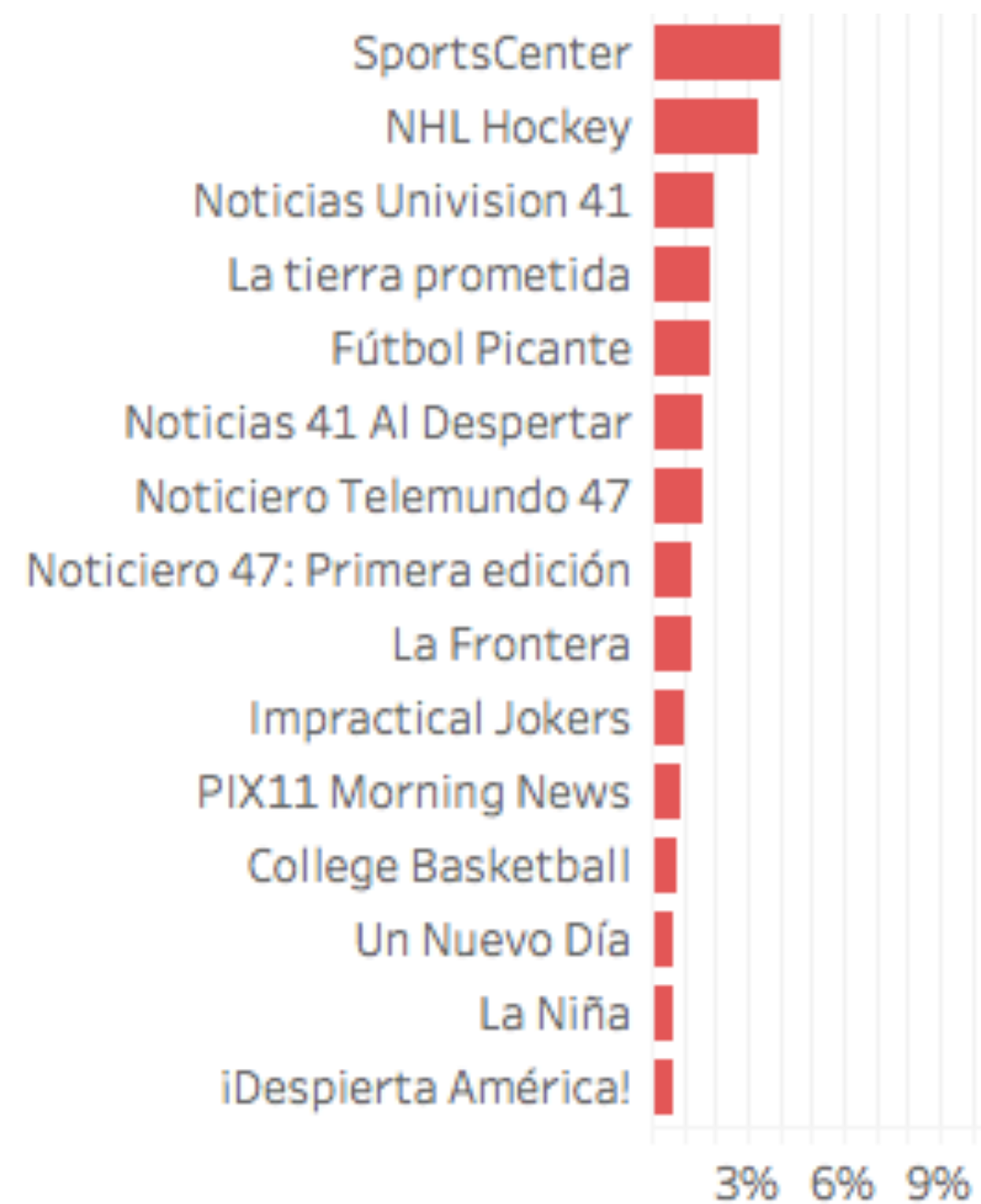
Targeting the audience exposed to competitive ads helped the brand to extend reach among viewers of other shows and sporting events.

Brand

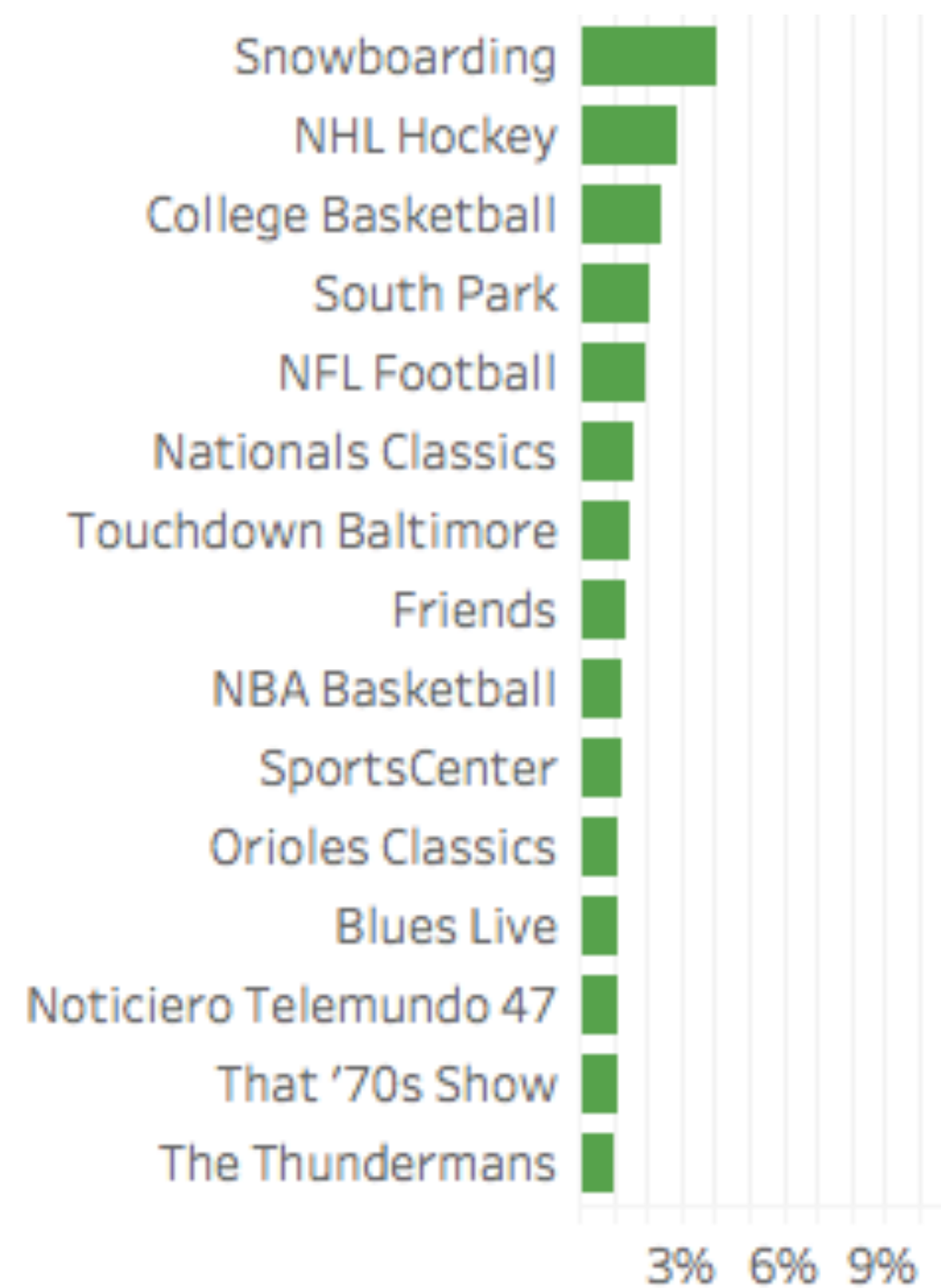
Competitor 1

Competitor 2

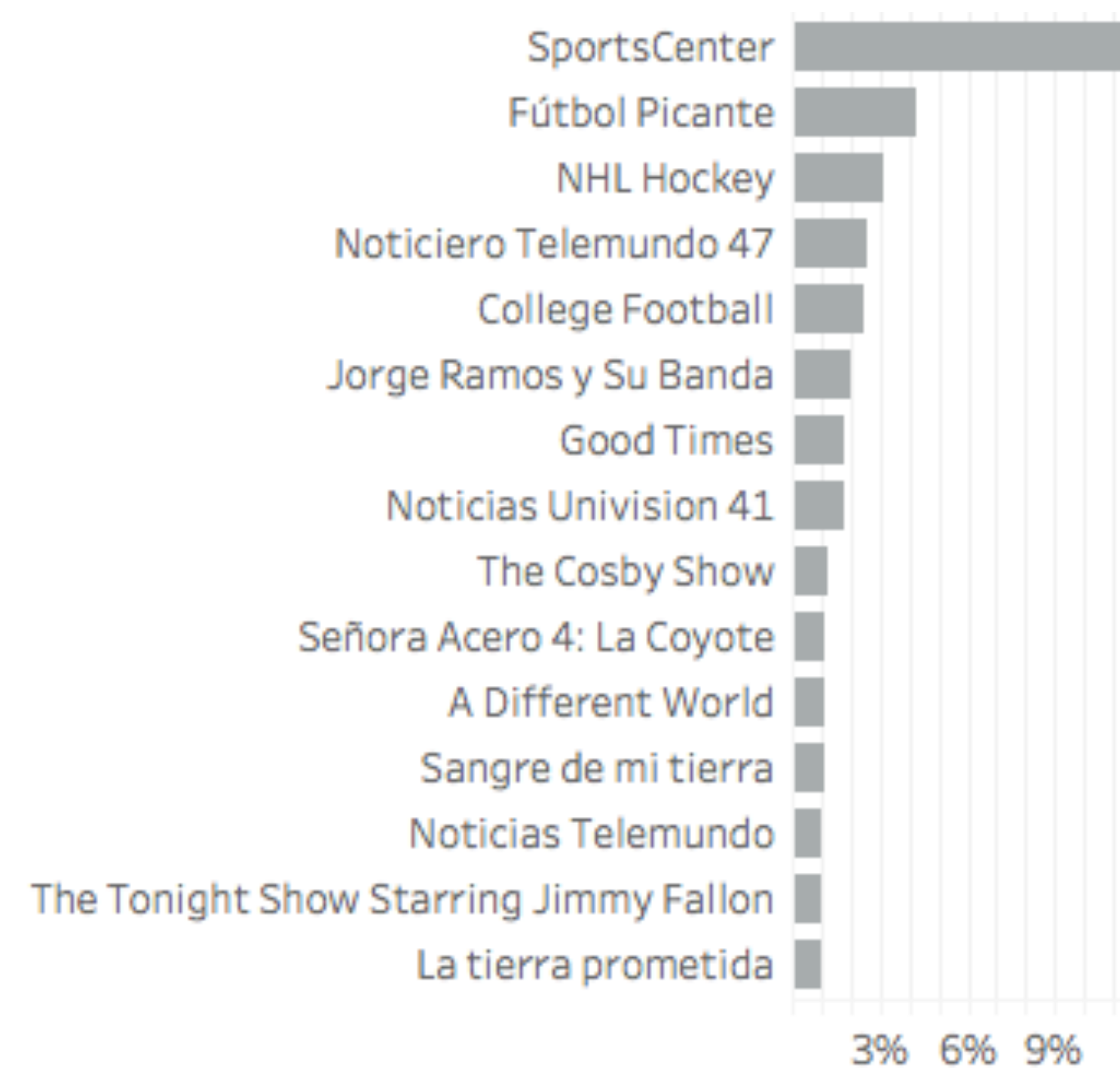
Competitor 3



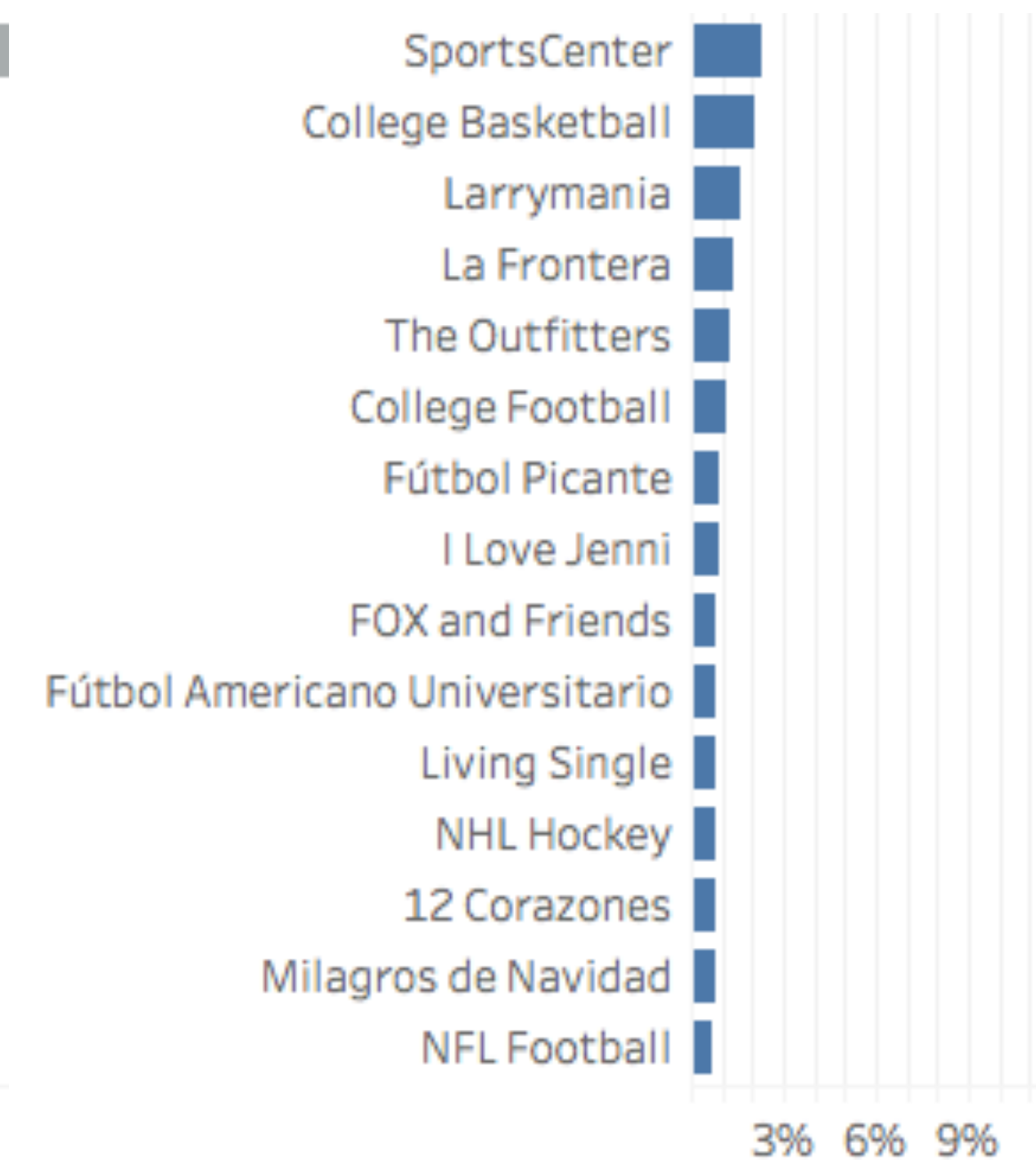
Find data [here](#)



Find data [here](#)



Find data [here](#)



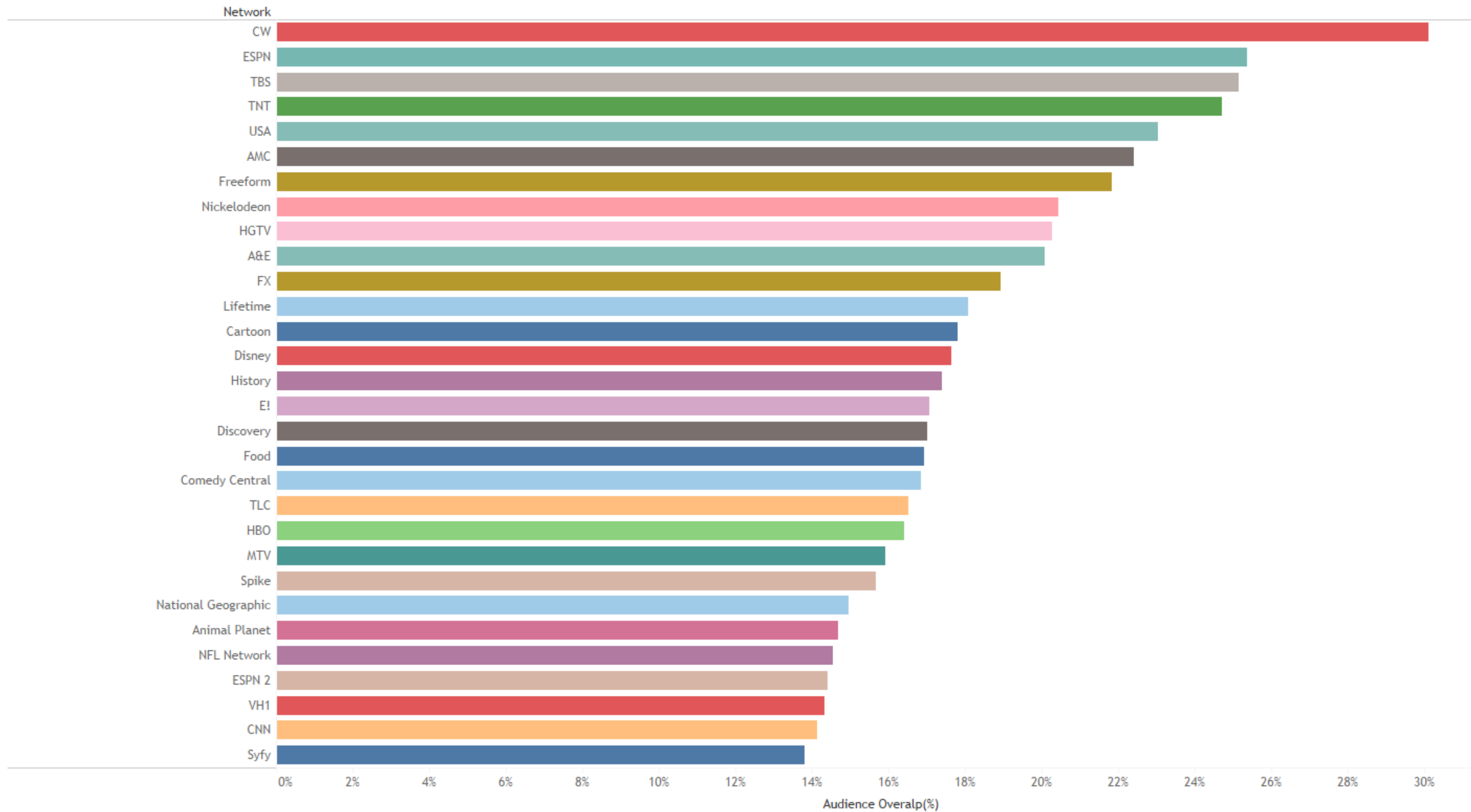
Find data [here](#)

TV Audience Insights



Top Networks Watched by Exposed Audience, Ranked by Total Audience Size

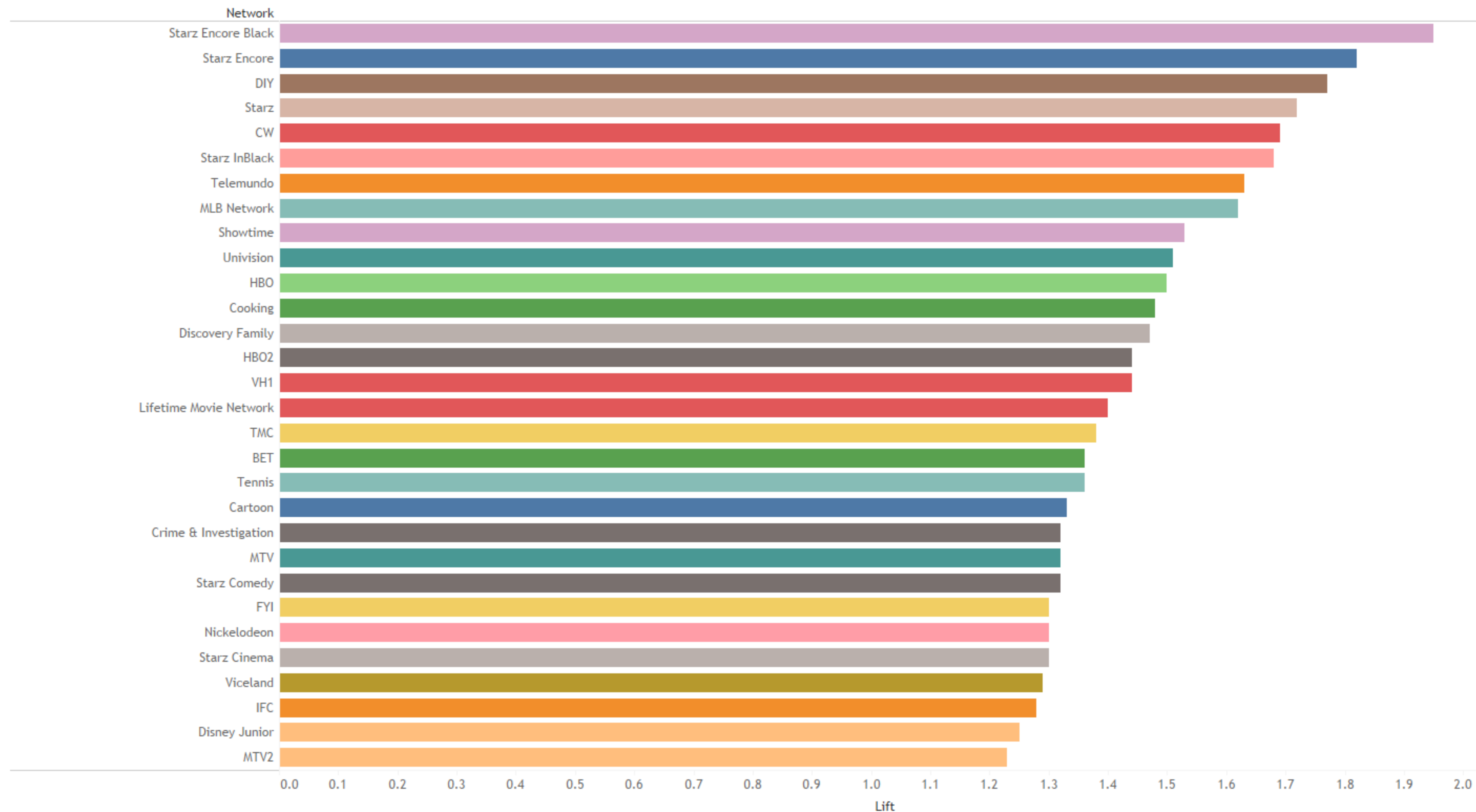
Networks like CW, ESPN, TBS and TNT were the most watched networks by exposed audience.



Source : Alphonso TV Audience data Nov 22nd - Dec 31st, 2017

Top Network Watched by Exposed Audience, Ranked by Alphonso Viewership Index

Networks like Starz Encore Black, Starz Encore, DIY, Starz and CW have more than average viewership among the exposed audience.

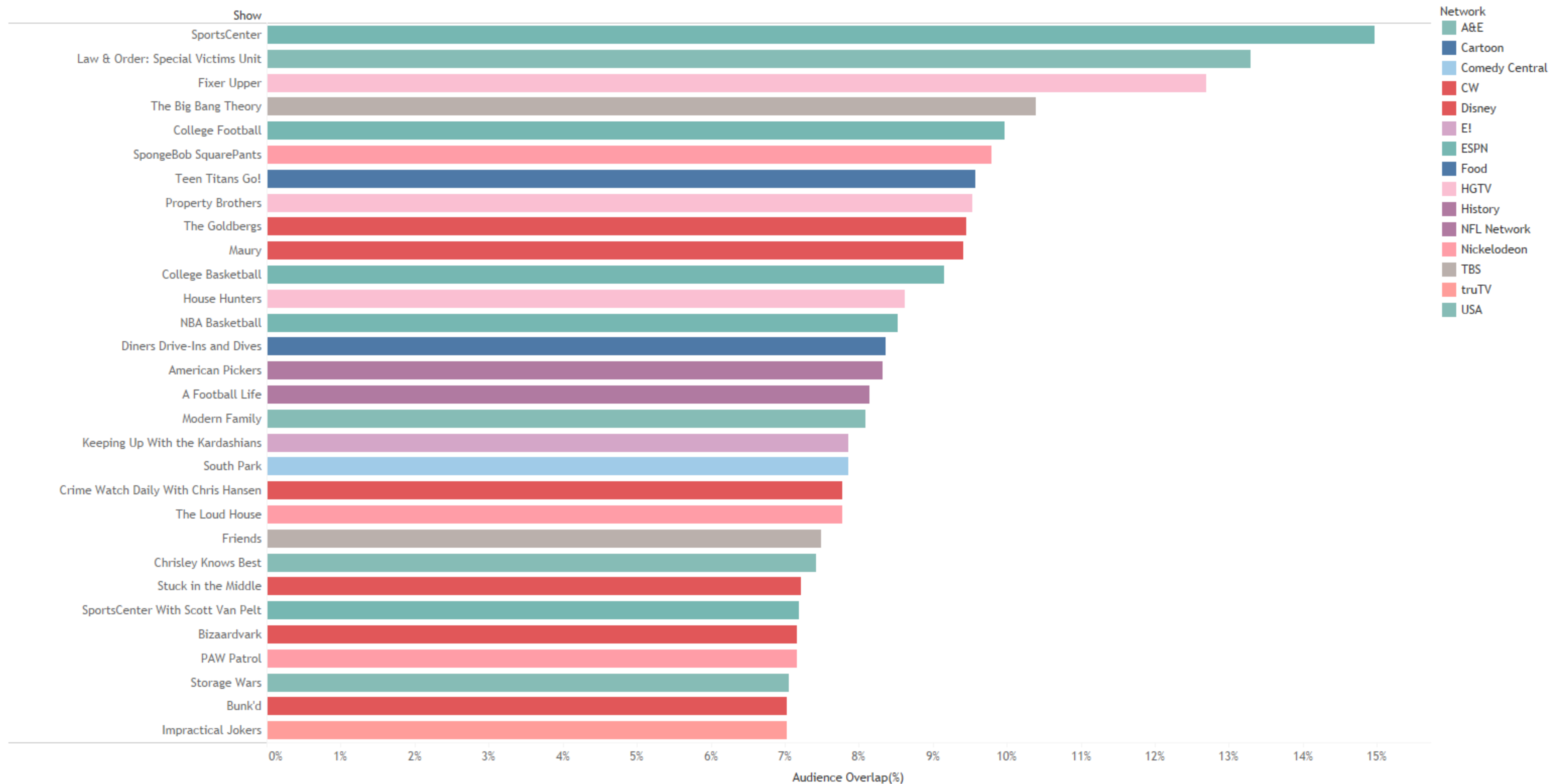


*Alphonso Viewership Index : Viewership index measures which show is being watched more (over indexed) or less (under indexed) when compared to average viewing pattern. Ranking by viewership index highlights shows that may not be the most popular overall but popular with this audience

Source : Alphonso TV Audience data Nov 22nd - Dec 31st, 2017

Top Shows Watched by Exposed Audience, Ranked by Total Audience Size

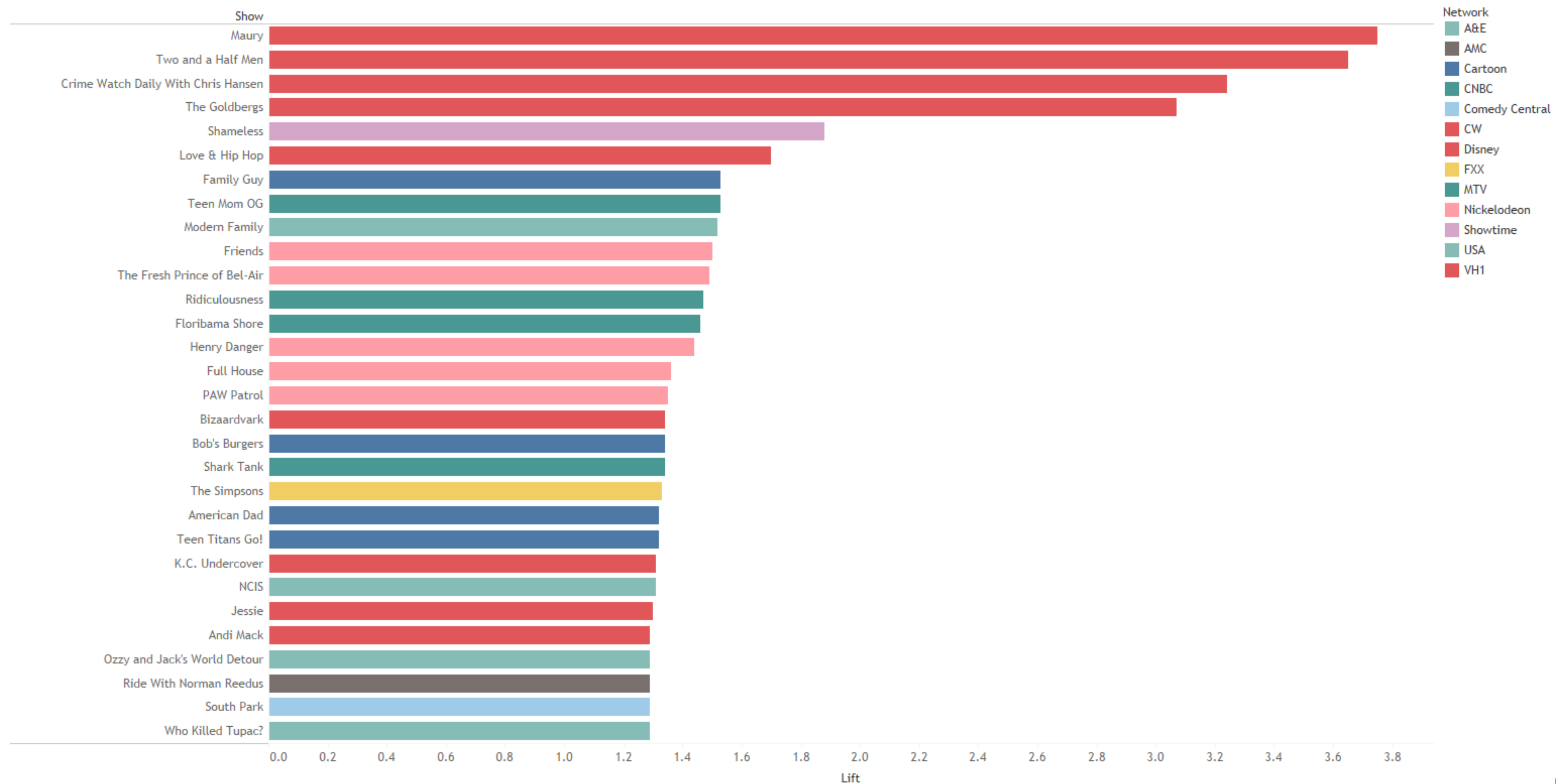
Shows like SportsCenter, Law & Order: Special Victims Unit, Fixer Upper and The Big Bang Theory were the most-watched shows by exposed audience.



Source : Alphonso TV Audience data Nov 22nd - Dec 31st, 2017

Top Shows Watched by Exposed Audience, Ranked by Alphonso Viewership Index

Shows on CW like *Maury*, *Two and a Half Men*, *Crime Watch Daily With Chris Hansen* and *The Goldbergs* along with other shows like *Shameless* and *Love & Hip Hop* had more than average viewership among the exposed audience.



*Alphonso Viewership Index : Viewership index measures which show is being watched more (over indexed) or less (under indexed) when compared to average viewing pattern. Ranking by viewership index highlights shows that may not be the most popular overall but popular with this audience

Source : Alphonso TV Audience data Nov 22nd - Dec 31st, 2017

Location Attribution

alphonso 
The TV data company

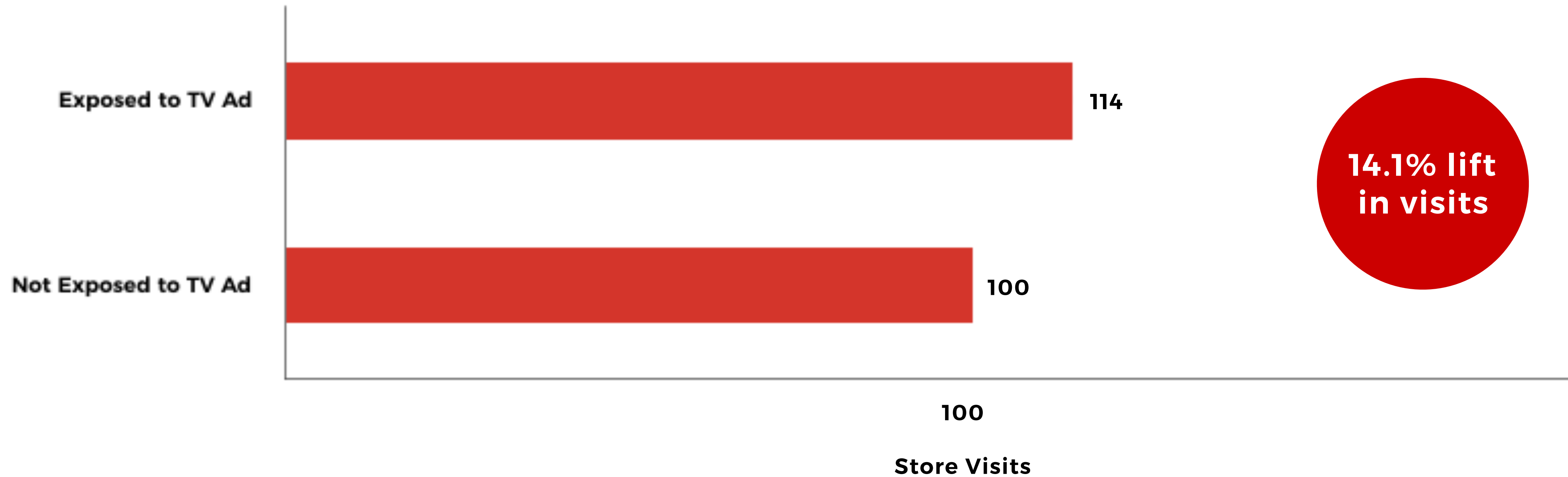
TREMOR
VIDEODSP
A TAPTICA COMPANY

Brand



Lift in Visits

- TV Flight dates: 11/22/17 - 12/31/17
- Look ahead period: 15 Days



Lift in Visits by Frequency

TV viewers exposed to the brand's ad **11-16 times** drove a **126%** lift in walk-in to dealerships.

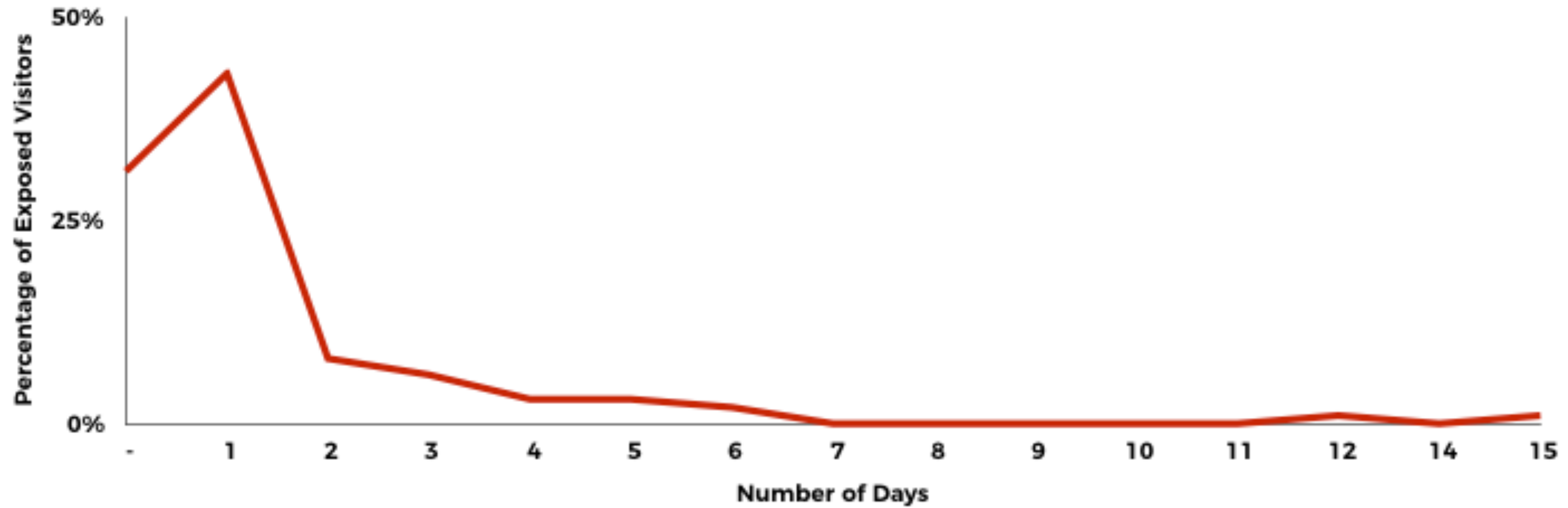
Frequency	Lift In Visits
Less than 3	*NML
4-6	58.5%
7-10	34.9%
11-16	126%
More than 16	*NML

*NML: No Meaningful Lift

Source : Alphonso TV Ad data Nov 22nd - Dec 31st, 2017

Recency to Exposure

Viewers are more likely to walk-in within **three** days after exposure to brand's ads.



Source : Alphonso TV Ad data Nov 22nd - Dec 31st, 2017

Lift in Visits by Daypart

TV viewers exposed to the brand's ads during **primetime** drove a **29.3%** Lift in dealership visits.

- Primetime: 1,314 airings (1,361 EQ Units)



**29.3% lift
in visits**

- Non Primetime: 3,141 airings (3,204 EQ Units)

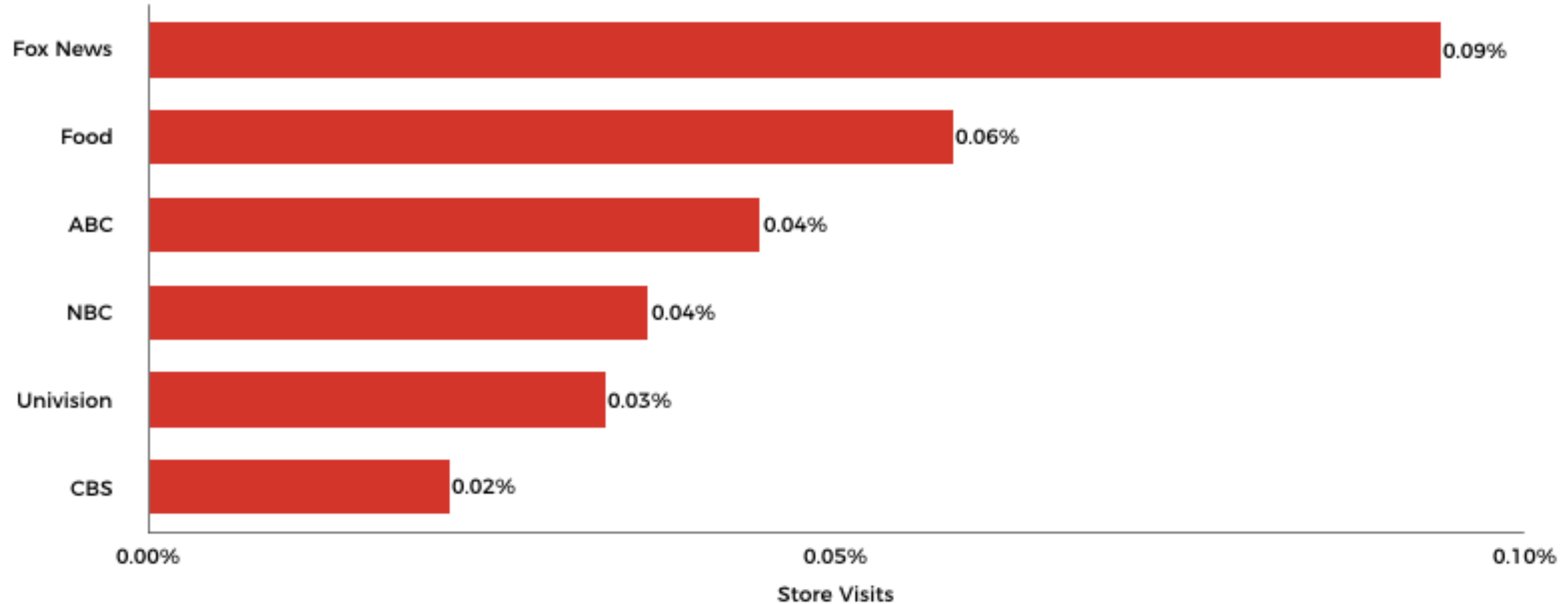


**No
Meaningful
Lift**

*NML: No Meaningful Lift
Source : Alphonso TV Ad data Nov 22nd - Dec 31st, 2017

Visits by Networks

Viewers exposed to **cable networks** had higher walk-in rates compared to viewers exposed to broadcast networks.



Source : Alphonso TV Ad data Nov 22nd - Dec 31st, 2017

About Alphonso

Alphonso is a TV data company and the market leader in providing brands and agencies with verified TV audiences on mobile devices and the web. Its Alphonso TV Data Cloud services power TV retargeting and brand insights for hundreds of the Fortune 500 brands and agencies in the U.S. The company enables its clients to amplify their TV spend with digital, and to reach targeted TV demographics across all screens.

With automatic content recognition (ACR) technology embedded in tens of millions of hardware and software products, including smart TVs, TV chipsets, mobile apps, gaming consoles and streaming devices, Alphonso understands what programming and advertising people are watching on TV. Through its Alphonso Insights SaaS offering, Alphonso delivers actionable insights and closed-loop attribution with offline data in real time to help its customers understand the true impact of TV advertising. To learn more, visit www.alphonso.tv.

Contact Us

Locations

Silicon Valley Headquarters

321 Castro Street
Mountain View, CA 94101

New York

315 W 36th
NY, NY 10018

Key Contacts

Mark Gall

Sales: Media
201-396-1889
mark.gall@alphonso.tv

Tom Perchinsky

Sales: Alphonso Insights
410-279-5332
tom@alphonso.tv

John Gee

Business Development
570-561-9044
john@alphonso.tv

For free TV ad campaign analysis on thousands of brands, visit
[insights.alphonso.tv](https://www.insights.alphonso.tv).

www.alphonso.tv

alphonso 