Case Study: Auto
Increase Favorability & Purchase Consideration

Luxury Auto Maker Activated Discovery Engage to Test the Use of Advanced Targeting on Linear to:
1) Identify New Advertising Opportunities to Reach Prime Prospects
2) Maximize the Effect Across Upper and Lower Funnel Metrics of the Purchase Journey

Solution
Discovery Engage Leveraged 3rd Party Audience Data to Develop a Targeted Plan.

The data-driven plan identified additional opportunities in three new networks and helped expand the total coverage from four to seven.

To validate the effectiveness of data-driven campaign, the advertiser used brand lift study to measure changes in awareness, perception, intent, and consideration.

Results
1) The campaign resulted in positive lifts across all metrics in a hard-to-move category.

2) The biggest lifts were seen in favorability (+10%) and consideration (+25%), which further exemplified data-driven TV’s ability to reach biggest concentration of audiences who are more engaged with the brand and/or advertiser.
Additional Insights

To further validate the efficiency of reaching the advanced audience target, Discovery Engage separately measured the concentration of the targeted audience between a traditional media plan and the data-driven plan by comparing impression delivery and eCPM.

1) The campaign over-delivered against the 3rd party data audience by 56%
2) The eCPM subsequently decreased by 36%
3) The Engage plan identified targeted placements in four new networks, which extended the overall TV reach by 7%, over a 13-week flight