

From Off the Lot to On the Road

The Challenge

A leading auto manufacturer was seeing a decline in sales for their full-size luxury SUV, with research showing that many consumers were instead purchasing competing luxury SUVs. As a result, the auto brand set out to engage and influence potential car buyers effectively to increase sales.

Execution: Addressable

Xandr executed a 5-week campaign, utilizing household-level Addressable targeting technology and delivery. The auto advertiser's ad was sent directly to the target households within premium cable TV content across a national footprint. Xandr also collaborated closely with the client to define post-campaign measurement strategies and success metrics, such as sales lift.

Target Segment

- Auto enthusiast
- Competitive set
- Luxury lifestyles
- Look-alike model

Results

Xandr partnered with trusted 3rd party vendor IHS Polk to measure sales of the SUV. These sales were then compared against a control group (10% of households within the target segment that were NOT exposed to the Addressable ad) to determine ad impact.

- The target group outperformed the national buy rate by 518%, indicating the effectiveness and accuracy of Addressable in reaching and influencing audiences.
- In the 30-day measurement period, the campaign garnered a 36% sales lift in sales against the control.
- In the 90-day period, sales lift rose even higher to a staggering 48%.

