

CASE STUDY: Auto Retailer Cross-screen Campaign

Custom Audience TV + Digital Campaign Produces More Reach & Frequency

The Challenge

An auto tire company wanted to build a custom audience-based cross-screen media campaign with optimized linear TV & digital.

The Approach

a4 ran a TV campaign with concurrent digital campaign in late Spring 2018 across nine networks. A target segment was created with married with children HHs and HHs that own a vehicle purchased over 3 years ago and did not purchase tires in the past year.

The Results

The TV campaign delivered 87,412,431 HH impressions, over-delivering by +18%. The digital campaign (value add) delivered 1,600,501 impressions, over-delivering by +2%. The CTR was .08%. The target segment exhibited higher reach and frequency due to the campaign's optimization on both TV and digital as well as a higher overall TV consumption by the target segment.

Flight Duration

6

Weeks

Impressions Delivered

89MM

Total impressions

Click-through Rate

.08%

CTR

Custom Target Segments Drive Higher Reach and Frequency

REACH

+ 39%

FREQUENCY

+ 135%

