



Automotive

CASE STUDIES

Reach New Car and Truck Buyers for a Dealership in a Top 5 Market

Rebounding from post-pandemic inventory shortages, car buyers are now enjoying greater availability of a wider range of new cars and trucks, enticing dealer incentives, and the resurgence of discounts. An auto dealership in a top 5 market sought to reach potential car and truck buyers who hadn't previously considered them.

PREMION developed a comprehensive end-to-end streaming campaign, leveraging Polk audiences for precision automotive targeting while also measuring new car sales through our strategic attribution integration. We measured 10.8K website visits and 114 new vehicle sales, estimated to generate a minimum profit of \$456,000 from new cars sold.

Driving SUV Sales for a Local Auto Dealership

A local dealership aimed to drive sales for their growing SUV inventory and measure the impact of their CTV campaign, including any sales lost to competitors. As a consultative, insights-driven partner, we helped them reach highly targeted auto intenders grouped by body styles like Sedan, Minivan, and SUV, while competitively conquering specific brands. Using our Polk Attribution solution, we also measured the number of new car sales influenced by the campaign.

By analyzing performance insights, we determined which creative message, each promoting a different car model, was the most effective in generating website responses. Through strategic targeting of the SUV audience, optimizing and making creative adjustments, we were able to elevate the dealership from the 6th position to the 2nd position in sales rank compared to competitor dealerships in just one month.

All told, the PREMION campaign drove 17 new car sales, a 112% Lift in vehicle sales versus non-PREMION exposed audiences. The dealership ranked #1 in sales for people exposed to the PREMION campaign and ranked #2 in overall attributed vehicle sales regardless of car brand/make. The campaign drove both interest and qualified leads to the website at a \$7.61 cost per website visit — 969 exposed website visits with 594 (62%) taking further action to visit individual vehicle description pages.