

**CTV CASE STUDY:**

# Automotive Dealership Connects Conversions from CTV to Search & Social



## OVERVIEW

A local Chevrolet dealership partnered with Strategus to enhance website traffic and in-person visits. At the same time, this dealer was running Search and Social campaigns and wanted to deliver the impact across all digital marketing efforts seamlessly. To meet their needs, Strategus employed a full-funnel approach to audience targeting by combining auto intenders, competitor clients, and proprietary data. Over 10 months, this dealership saw **45,771 website conversions**, **3,769 in-person visits**, and **3,005 Search and Social Impact attributions**.

## OBJECTIVE

- Drive Website Traffic
- Raise In-Person Traffic
- Connect Conversions Between Search, Social, and CTV

## STRATEGY

This family-oriented Chevrolet dealership did not have any experience with CTV before partnering with Strategus. Knowing this, the Strategus team recommended a full-funnel campaign strategy that started on CTVs and added audience retargeting across other devices with Display and Online Video ads.

As a local automotive dealership, they focused on 25 zip codes based on their target market. When building the ideal target audience, first-party data was integrated with users who had purchased at their dealership in the last 5 years. In addition, third-party data helped narrow in on in-market auto intenders and users who had visited a competitor dealership in the previous 30 days.

In the first 6 months of the campaign, the dealership ran an internal audit of sales lift overall. The positive results led to a 37% increase in budget to their Strategus campaign. The dealership also started tracking the conversions for their Search and Social efforts in combination with their omnichannel CTV efforts, which demonstrated an increase in the likelihood of conversion for those who saw a Strategus ad before seeing an ad on Search or Social platforms. At the end of the 10 months, this dealership had driven **45,771 web conversions**, **3,769 in-person visits** and saw **3,005 Search and Social Impact attributions**.

## KEY RESULTS

**45,771**   
Website Conversions

 **3,769**  
In-Person Visits

**3,005**   
Search and Social  
Impact Attributions