

**INDUSTRY: Automotive****GOAL: Test the Results of a Dynamic Creative Campaign**

# Auto Dealer Increases Site Visits and Video Completion Rates by Activating CTV Dynamic Creative

**OVERVIEW:**

Partnering with Chalmers Ford in Albuquerque, NM, Strategus tested the results of a Traditional OTT creative campaign against the results of a Dynamic OTT creative campaign, over a 30-day time period with two sample groups.

**Sample Group A (TRADITIONAL OTT)**

- In-Market Auto Intenders (Including Pickup Truck and Used Car Intenders)

**Sample Group B (DYNAMIC OTT)**

- Pickup Truck Intenders (Dynamic Truck Creative)
- Used Car Intenders (Dynamic Used Car Creative)

**THE CHALLENGE:**

Dynamic Creative for OTT sounds cool and advanced, but does it really lead to results? Can this approach justify the increased management, cost and hands-on optimization needed to ensure success?

**THE SOLUTION:**

Because the vast majority of OTT/CTV ad placements are not clickable, traditional performance KPIs—clicks and CTR—could not be used to evaluate performance for this test. So, to ensure we were tracking only the most engaged and likely to convert users influenced by these campaigns, we tracked only users who visited the New Trucks and Used Autos inventory pages after being exposed to either a Traditional or Dynamic Chalmers Ford OTT ad.

**KPI 1:** By employing Strategus' site-visit attribution solution, we were able to see how many individuals were exposed to either an ad in Group A or Group B, and track who subsequently visited a select page on Chalmers Ford's website.

**KPI 2:** As a secondary KPI, video completion rate was tracked to understand user engagement with the ad itself.

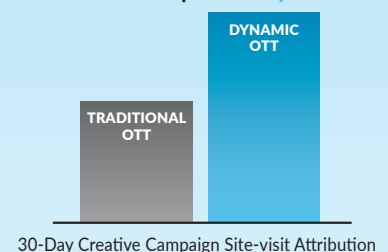
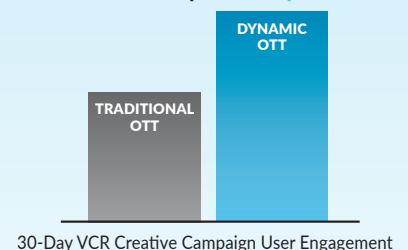
**THE CONCLUSION:**

The results speak for themselves. OTT creative performs better the more customized and dynamic it is—resulting in improved ROI. However, Strategus does not see the use of dynamic creative as a set-it-and-forget-it venture; our seasoned Ad Ops team continuously optimizes campaigns to ensure that all variables are supporting optimal performance. For example, testing consumer engagement with a payment or MSRP offer. Ideally, a combination of both branding-oriented traditional OTT creative and customized dynamic OTT creative will improve campaign outcomes, offering you a true competitive advantage.

**THE SUCCESS:**

**KPI 1 Dynamic OTT Creative** produced a greater volume of post-view inventory-page viewers than traditional OTT creative

**KPI 2 Video Completion Rates for Dynamic OTT Creative** out-performed the VCR for Traditional OTT Creative.

**KPI 1 Group A vs Group B****KPI 2 Group A vs Group B**

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