

INDUSTRY: Automotive & Motorsports Manufacturer
GOAL: Drive Foot Traffic & Increase Brand Awareness

Motorcycle Manufacturer INCREASES FOOT TRAFFIC TO INDEPENDENT DEALERSHIPS USING DYNAMIC CTV ADS WITH STRATEGUS

98%
 VIDEO
 COMPLETION
 RATE

1,397
 VISITS TO
 RETAIL
 LOCATIONS

177%
 YOY RECORD
 SALES


OVERVIEW:

A well-known motorcycle manufacturer ran a 30 day flight of CTV ads to support a promotion at their retail locations. The campaign was segmented by region across the nation and focused on brand reinforcement and generation of foot traffic.

THE CHALLENGE:

New to CTV advertising, the marketing team was looking for opportunities and methodologies to target their specified audience by region, with the intention to drive consumers to retail locations within their identified geolocation. The manufacturer operates through a distribution model that doesn't include branded stores, which added another layer of complexity from a conversion and attribution standpoint. In addition, they wanted to steer foot traffic to 178 specific independent motorcycle retailers. Due to the CTV tactics selected, the client was hyper focused on a few key metrics including: frequency, foot traffic, video completion rate, and accuracy of delivery.

THE SOLUTION:

Utilizing a dynamic content strategy, Strategus was able to individualize every ad for each of the 178 dealers with their location and contact information. This is almost like delivering 178 micro campaigns within 1 macro campaign! Strategus was able to do this equally across each of the dealers, while meeting the client's high frequency goal. Additionally, Strategus worked with FourSquare to tag each location to measure foot traffic throughout the campaign.

TARGETING:

3rd Party Audience Targeting:

- In market for a motorcycle OR owns a motorcycle OR owns a competitive brand OR in market for a competitive brand
- Zip code targeting around all 178 dealer locations

TRACKING:

- Foot Traffic Attribution – in partnership with FourSquare
- Delivery
- Frequency
- Post-exposure Visits



THE SUCCESS:

Inside of 30 days, we tracked **1,397 visits to the retailer locations**. Amplify, a proprietary methodology that allows Strategus to target the correct audience for both precision and scale, enabled us to pinpoint a niche target, which was critical during such a short flight with tight geos surrounding the dealer locations.

The retailers provided excellent feedback, reporting a significant increase of ancillary sales due to traffic driven by the CTV ads. During the month the campaign was active, the motorcycle brand experienced record sales within a single month.


98% Video Completion Rate

Fulfilled Frequency Goals Across Every Dealer – Average of 17 Across Campaign

1,397 Visits to Retail Locations

177% YOY Record Sales Results for the Manufacturer
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