

INDUSTRY: Automotive

GOAL: Drive Traffic, Website Visitors and Conversions

Auto Dealer INCREASES WEBSITE TRAFFIC AND BRAND AWARENESS BY IMPLEMENTING A LAYERED CTV AND RETARGETING STRATEGY TO ENGAGE CUSTOMERS

1,788
AVERAGE
MONTHLY
WEBSITE
VISITORS



250%
INCREASE IN
WEBSITE
VISITORS



OVERVIEW:

A tier 3 Nissan Dealer wanted to gauge the effectiveness of a Connected TV (CTV) advertising campaign to drive brand awareness and customer interaction via site traffic and auto sales. Strategus recommended a multi-faceted campaign to prove that a CTV strategy could build awareness and convert customers.

THE SOLUTION/STRATEGY*:

Strategus recommended a full funnel strategy starting with building upper funnel brand awareness via CTV ads on the large screen, followed by a cross device retargeting strategy — **Encore Omnichannel** to serve that same audience a series of display ads on other devices with a call to action to visit the dealership website and engage online.

- A **layered targeting strategy** was implemented to reach in-market Nissan and in-market auto shoppers and retarget users who had visited the website with CTV ads.
- This was complemented by **verifiable tracking methods on the company's website** to measure the effectiveness of the campaign and the number of viewers who then visited the dealership site.

Did you know? *The average consumer is engaging with 5 different devices throughout the day — thus it is important for marketers to not be singularly focused on one medium to reach their desired audience. Once the viewer watches an individually targeted CTV ad to completion, the **Encore Omnichannel** campaign enhancer can instantly re-target the already-engaged viewer with relevant, clickable calls-to-action on their mobile phones, tablets, laptops and desktops. If we're following a target, and already know they're in-market for a new pickup truck for example, we can serve them an actionable ad on their smartphone that they can click to learn more about model options, accessories and pricing.*

THE SUCCESS:

The campaign drove tremendous results — a 250% increase in websites visitors versus previous months. Each month over 1,788 users visit the client website after viewing a CTV ad.

1,788
AVERAGE MONTHLY
WEBSITE VISITORS

who visited the client website
monthly after viewing their ads

250%
INCREASE IN
WEBSITE VISITORS
versus previous months

*Auto Dealer began their campaign pre COVID-19 and was the only dealer who never stopped advertising throughout the pandemic — supporting the message that continued advertising drives brand awareness and results.