



DISCOVER THE IMPACT OF A TV CAMPAIGN ON THE BUSINESS OF AN AUTOMOTIVE BRAND

AUTOMOTIVE

Sector

+ 65K

Visits

18,3

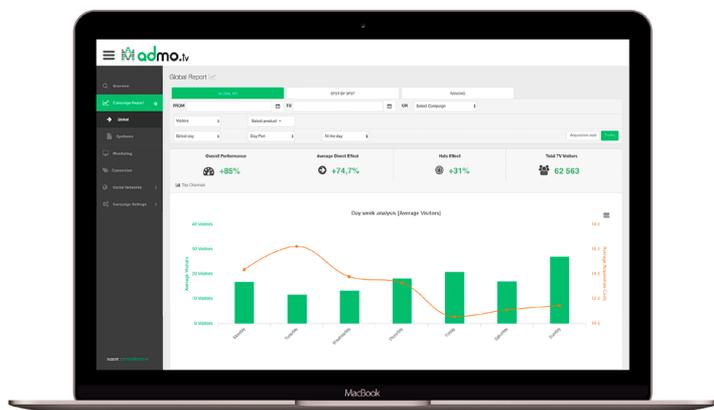
Visits per spot

The automotive industry has always been a big purveyor of TV ads. Auto related brands spend more than \$11 billion on TV ads in 2017*. Our client is one of the leading brands of the sector, present in several European countries.

BRIEF

The brand asked Admo.tv to help it to better understand its TV investments. By tracking visits generated by the TV campaign, the brand wanted to know how TV was impacting its online environment. Focusing on KPIs such as Visits per spot or cost per visit, Admo.tv delivered a precise analysis of TV investments and performances.

THE SET UP



Tracking the brand campaigns' Drive-to-Web performances, via the Admo.tv Analytics platform.

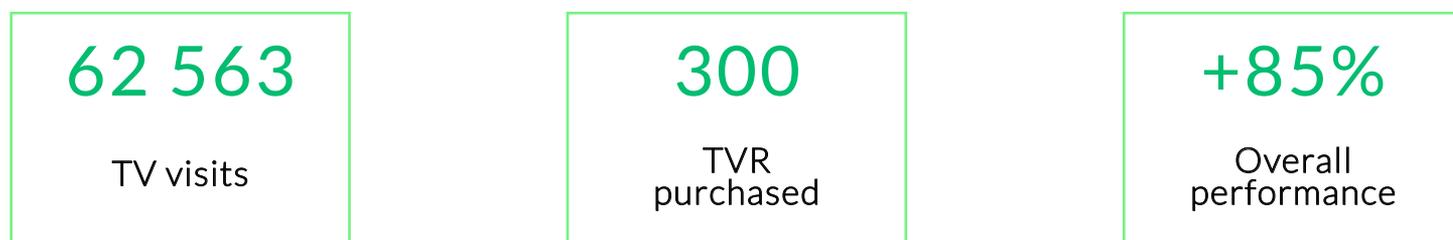
February 2018

*Source: <https://extremereach.com/blog/ad-buying-trends-in-the-auto-industry/>

GLOBAL ANALYSIS & KEY METRICS

	Brand analysed	Admo.tv benchmark
Average Direct Effect	74,7%	15,4%
Visits / spots	18,3	16,4

Benchmark performed on more than nine campaigns and seven automotive manufacturing advertisers.



The key metrics observations shows us the excellent performances the brand achieved during this TV campaign. With an Average Direct Effect far higher than the one calculated by Admo.tv in its benchmark, the brand knows that its spots are highly Drive-to-Web. This is confirmed by the Visits/spot. They are 12% higher than in the benchmark.

What about the Overall Performance? During the TV campaign, the average traffic increase due to Drive-to-Web was 85%.

Indeed, in 22 days of airing, the campaign brought 62 563 total visitors, with a majority of them coming to the brand website instantaneously (56%).

The brand also saw strong performances through a branding indicator (visits/TVR) and a ROI indicator (cost per visit).

Visits/TVR are at a high level, reaching 208. It shows the fact that the brand managed to touch its targeted audience.

Concerning the cost per visit, the brand's CPV is 85% lower than the one calculated by Admo.tv for brands in the same sector across Europe. Such a performance highlights the relevance of the TV investment strategy the brand set up.

INVESTMENT & PERFORMANCES ANALYSIS

Admo.tv then analysed the investment choices of the brand and their impact on performances. Three dimensions were studied: channels, day-parts and days of the week.

Channels

Admo.tv found out that the 3 main Sales Houses had very different profiles.

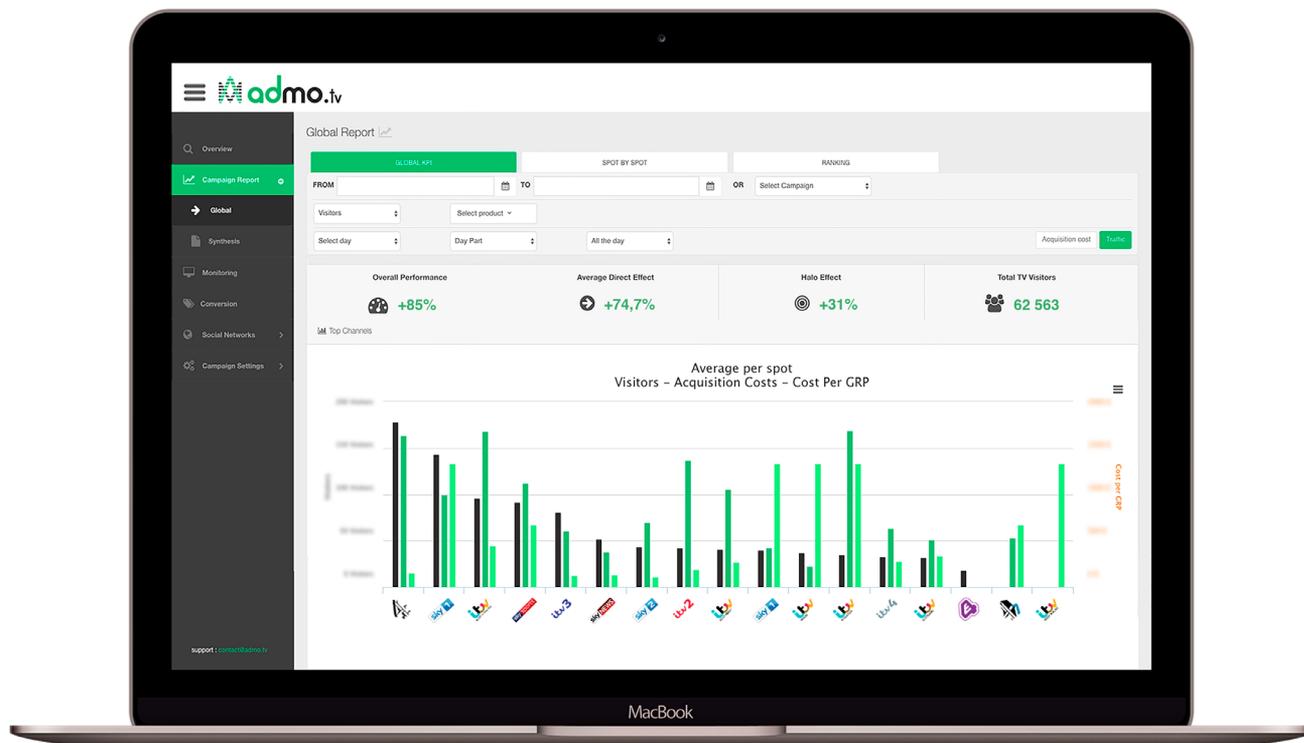
- **itv** Group has a very high audience and impact per spot but a lower profitability.
- On **4i** Group, Admo.tv spotted a high profitability on a low audience, but with a strong impact per spot.
- **sky** Group channels are the most profitable, with a strong engagement.

Day-Parts

Afternoon, Access and Peak concentrate the largest part of traffic (around 70%) but with a low profitability. The Morning has very good performances, especially on **4i** Group.

Days

The best performances are on the weekends. The reason ? The weekend is generally an important time for automotive advertisers: motor sports are being broadcast, there's a pleasure/hobby dimension that the advertisers want to be part of, and finally, there are Sunday evening's highly watched programs.



CONCLUSION & RECOMMENDATIONS

In order to fulfil the brand Drive-to-Web goals, Admo.tv recommended the following.

Channels

To enhance digital performances and drive-to-web profitability, it would be efficient to insist more on **4i** Group and **sky** Group, while keeping most investments in **itv** channels, as it is crucial to branding and awareness compared to than **itv** Digital.

Day-Parts

- On **itv** Group: keep the same general repartition of investment. One adjustment could be to slightly increase investments on Peak as it is the most profitable day part for **itv** channels and to avoid Access and Late Night for **itv** Digital.
- On **4i** Group: increase pressure on Morning and Access.
- On **sky** Group: lower the pressure on Late Night.

Days

- On **itv** Group: increase pressure on Sundays (mostly) and slightly on Saturdays.
- On **4i** Group: increase pressure on Sundays and decrease on Thursdays.
- On **sky** Group: lower pressure on Tuesdays.

Thanks to the insights and learnings brought by Admo.tv, the brand gained a precise knowledge of their TV performances. Knowing how much visits the TV campaign generated, at what cost, as well as knowing what adjustments can be implemented for the next TV wave are keys learnings in order to maximise TV ROI.



THE TV & RADIO
ANALYTICS PLATFORM

Admo.tv is the European leader of TV & Radio analytics. The platform helps over 350 top tiers brands (BMW, Match.com, Showroomprive.com, Accor Hotels, HSBC, ..) across 15 countries to analyse and amplify the impact of their TV ads on their online business.

Its proprietary and patented technology of recognition in real-time, coupled with algorithms that allow a dynamic measurement of visits and conversions, enables Admo.tv to provide the finest analysis of media investments.

BRAINING
DAY

CUP OF TEA ?

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