

#Success story : discover the impact of a TV campaign on the business of an automotive brand

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.

Automotive
sector

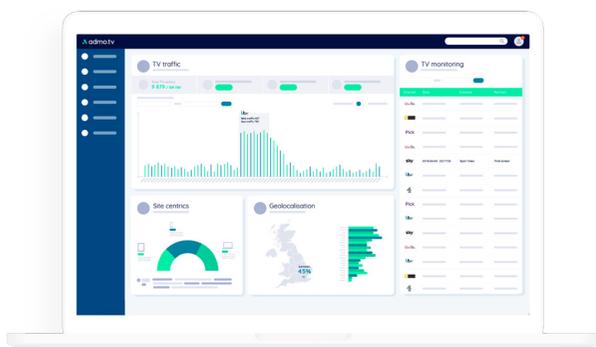
+65K
visits

18,3
visits per spot

1 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.

2 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/>

3 Global analysis & key metrics

	Brand analysed	Admo.tv benchmark
Average Direct Effect	74,7%	15,4%
Visits/spot	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/GRP 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.

5 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 Channel 4 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 Channel 4 Group: increase pressure on Morning and Access.
- On Sky Group: lower the pressure on Late Night.

Days

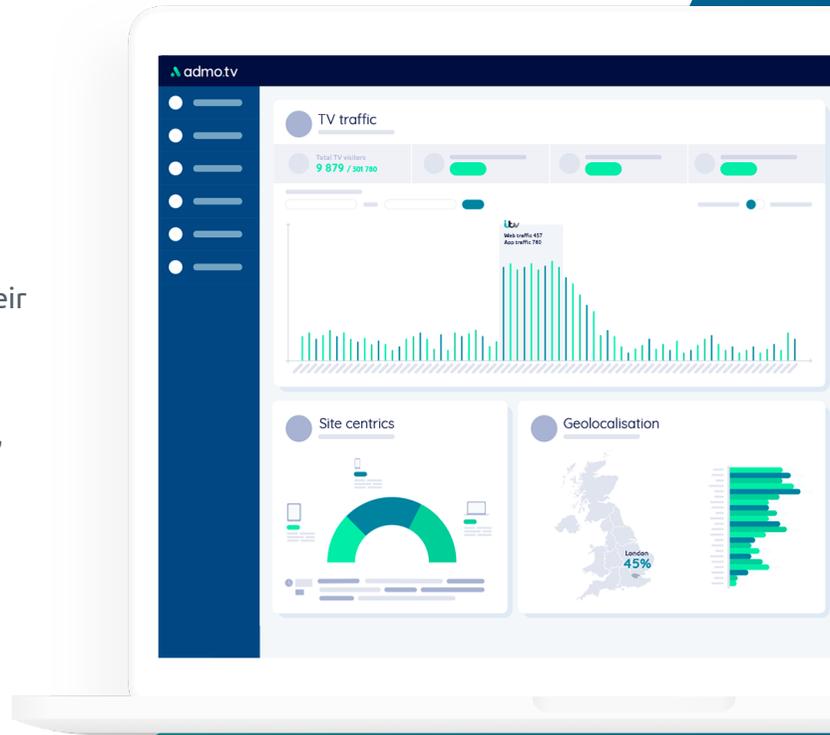
- On ITV Group: increase pressure on Sundays (mostly) and slightly on Saturdays.
- On Channel 4 Group: increase pressure on Sundays and decrease on Thursdays.
- On Sky Group: lower pressure on Tuesdays.

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.



Admo.tv is the TV attribution platform that allows advertisers and media agencies to measure and maximise the performance of their advertising.

Thanks to its patented technologies in Europe, **Admo.tv identifies online TV engaged users addressing the challenges faced by brands:** business and branding impact measurement, socio-demographics analysis and remarketing of the TV engaged users.



They trust us



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