

## NA AUTOMAKER DELIVERED ADS TO 28.8M & DROVE 15% BRAND LIFT

### CHALLENGE

Amid a tough economy and rising gas prices, a North American automaker was confident its new truck engine with best-in-class fuel economy would be popular, but needed digital marketing to deliver awareness at scale.

### SOLUTION

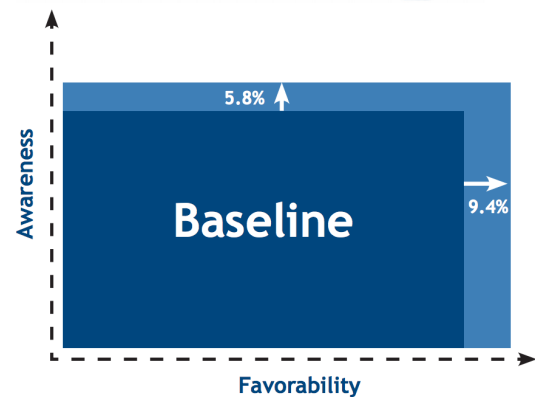
DataXu proposed using a new tool – DataXu for Brand Lift – that could optimize on survey responses in real time. Most brand campaigns use some sort of survey or panel to measure and validate lift. While useful, these measurements are rear-view.

DataXu built infrastructure to ingest the survey response, analyze the parameters that were most closely associated with lift and apply that learning to subsequent bid opportunities, all in realtime.

The campaign would run on a blend of exchange-traded media and comScore 250 sites and would be subject to tough measurement.

### METHODOLOGY

DataXu employed a clinical trial survey methodology that separated out 5% of the budget for a control group that would be exposed to a public service ad.



### RESULTS

- The new truck engine achieved an incremental 9.4% lift in brand favorability and 5.8% lift in awareness against the baseline control group.
- The DataXu platform was able to deliver these results at scale, reaching 28.8 million consumers, with an average of 3.1 ads per unique consumer.

### ABOUT DATA XU

DataXu's mission is to make marketing better using data science. The world's top brands and agencies use DataXu to better understand and engage customers across all devices and media formats. Our solution provides marketers with unparalleled Media Activation, Marketing Analytics and Data Management capabilities. With sixteen offices in eleven countries, DataXu's full-stack solution is powering the digital transformation of the world's most valuable brands.