

Case study: automotive

Programmatic approach to media drives 20% lift in outcomes

Challenge

Like many large advertisers, Ford Motor Company allocates a substantial share of its digital budget to guaranteed buys on premium and endemic sites which offer audience profiles within their targets and guaranteed a high-quality, relevant context.

Inspired by the benefits of exchange-traded media, Ford asked dataxu to apply their TouchPoint™ programmatic approach to these direct buys.

The question: What is the incremental benefit, if any, of using data to match the right offer to the right consumer at the impression level?

The dataxu solution

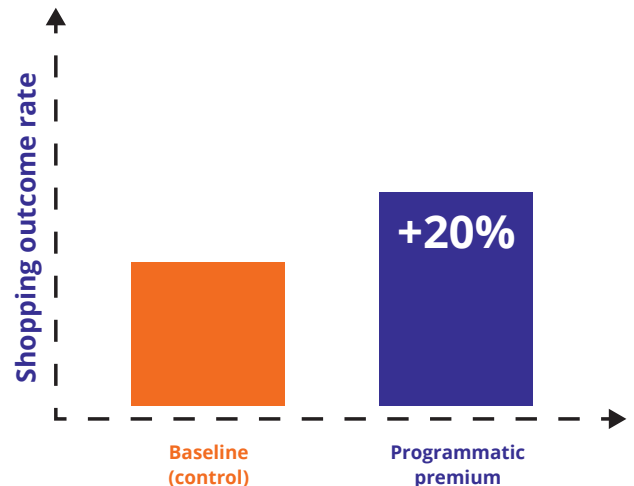
dataxu's Guaranteed Media solution optimizes performance by determining the consumer's position in the purchase funnel. It then delivers an across vehicle type or name plate that best matches the consumer's profile.

The test included:

- 15 campaigns across endemic sites
- 15 creative variations
- 19+ Intender Audiences
- dataxu ran a portion of the plan using Ford's traditional approach – a series of concepts, run in random rotation.

Results

dataxu's Guaranteed Media solution drove a 20% increase in the conversion rate for key shopping outcomes like 'Request A Quote'.



About dataxu

dataxu® helps marketing professionals use data to improve their advertising. Our software empowers you to connect with real people across all channels, including TV, capturing consumers' attention when and where it matters most. With 14 offices around the world, we're here to help power your business forward. Discover what you + our software can do at www.dataxu.com.

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