Automotive

Case Study

choozle

Video can be an impactful creative type to drive interest for automotive dealers. A regional auto dealer was looking to consolidate their marketing efforts by finding a demand-side platform that could run video and other creative types. Choozle engaged in a head-to-head test with another platform with similar targeting and budgeting parameters to reach users interested in luxury automobiles.

The Objective

- Consolidate marketing efforts into one platform without impacting performance
- Engage users throughout their journey to drive their interest in luxury automobiles
- Gain and maintain knowledge of programmatic advertising strategies and tactics

The Solution

A regional auto dealer knew that video advertising could make a big difference in user engagement, but using several platforms and vendors to execute their marketing strategies was becoming challenging to manage. To understand performance, the auto dealer ran a head-to-head test with Choozle and another platform to determine the best platform for their overall efforts.

With their Choozle campaigns, the auto dealer used first-party and third-party data to reach users interested in luxury automobiles. To optimize against a small player size and towards viewability, they implemented additional optimization tactics to help improve overall performance. With these solutions, historical viewability data and small player size percentages were used to weed out publishers inaccurately declaring inventory.

The campaign achieved an 81 percent viewability rate which was a 35 percent difference from their other vendor who only had a viewability rate of 46 percent. Also they achieved only one percent of the ads running through Choozle were on small player sizes whereas their other vendor ran 15 percent of their ads in small player environments. As a result, the auto dealer decided on Choozle as their primary demand-side platform to consolidate their marketing efforts.

Key Results

81%
viewability rate achieved

Only 1%
of the ads were shown on small player sizes