

AUTO DEALERSHIP MARKETING CASE STUDY



Integrity Media Streams Success With Video Campaign

Overview

A local auto dealership wanted to use programmatic video to drive awareness and increase message retention among its target audience. By utilizing a variety of Integrity Media's pre-roll tactics, the advertiser hoped to see a 65% video completion rate (VCR).

Solution

Integrity Media created custom keyword lists to reach relevant potential buyers with Search Retargeting and also utilized Site Retargeting to reinforce the brand message. With complete transparency, the Integrity Media team and our multivariate algorithms continually optimized the campaign after launch by fine-tuning keywords, blocklisting underperforming domains, and adjusting recency to drive up the video completion rate.

Results

The programmatic video campaign achieved a completion rate of 72% with 84% of viewers reaching the video's midpoint, exceeding the advertiser's goal of a 65% completion rate. Furthermore, the Integrity Media platform allowed the advertiser to manage its entire programmatic spend across video and display advertising initiatives in one place.

Results

65% VCR

Campaign Goal

72% VCR

Campaign Result

Category

Automotive

