

CASE STUDY

Specialty auto parts manufacturer utilizes *converged TV* to drive online revenue

Objective

Premiere off-road parts and accessories manufacturer sought a full funnel campaign initiative to increase brand awareness among their outdoor enthusiast audience and drive sales.

Goal

Provide a holistic linear TV & CTV strategy with backend performance metrics to show incremental audience reach and sales impact by channel.

Digital Remedy's solution provided in depth metrics across cross-channel reach, frequency, and conversions that resulted in positive lift within their target audience & in-market incremental lift.



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Performance that takes *off-roading lift* to a whole new level

Solution

Through full-funnel analysis, Digital Remedy was able to prove the impact of cross-channel reach in that linear and CTV/OTT performed strongest when run in conjunction.

Results

- **\$27 CPA**, first 6 months of the campaign, which greatly exceeded the task of a \$50 CPA goal
- An individual who was exposed to the campaign has been **5x more likely** to complete an online checkout
- The highest volume checkout days throughout the flight were weekends, and more specifically, Mondays after NFL games

16.7x
Campaign ROAS

Incremental CTV Reach %

11.24%

Gained approximately 11% additional reach on top of your linear efforts by activating CTV

Unique CTV Reach %

57.11%

Over 57% of households reached by CTV were not reached by linear

