

BLIX

Case study: Blix TV

FIAT CHRYSLER HOLDS TV ADVERTISING TO ACCOUNT



The challenge: zero accountability for TV advertising

Fiat Chrysler Automotive Group faced a challenge common to many companies - they had no system for measuring the impact of their largest channel: TV. Their strategy was reliant on Target Audience Rating Points (TARPs), the existing industry standard for measuring the reach of TV ads. While TARPs provide an estimate of how many people see each advertisement, they do not measure how many respond and take action.

With an annual TV budget of \$43 million on the line, Fiat Chrysler needed greater insight into which time slots, shows and channels were most and least effective at driving response and ROI. They also wanted accurate, real time performance data for each advertisement, so they could minimise time and budget being wasted on poor-performing creative and placements.

The solution: BLIX TV

Blix TV now delivers real-time response rate and ROI scores across all of Fiat Chrysler's TV media. It has revealed the least and most effective times of the day, channels, shows, spots, sponsorships and markets.

- **concentrate spend** on high performing channels and time slots
- **quickly identify and respond** to poorly performing creative and placements
- **measure sponsorship ROI** and identify new opportunities
- Use **A/B testing** to determine creative effectiveness



The outcome: 30% improvement in TV media performance

Blix TV has empowered Fiat Chrysler to focus their budget on creatives, times and channels that deliver the best response. With real-time insights into which ads are working, and how larger campaigns are tracking, Fiat Chrysler can identify issues quickly and minimise wastage. This optimization of Fiat Chrysler's TV media spend, made possible with Blix TV, has delivered a 30% increase in advertising performance in just 12 months and provided a 10,750% return on the company's investment in the platform.

30% ↑ ↑ ↑ advertising performance

10,750% ROI

“Blix TV increases the performance of our TV advertising by 30%”

Veronica Johns, CEO Fiat Chrysler Group