



OUTCOME-BASED VIDEO MARKETING

**A Major Auto OEM Challenged  
Us To Deliver Sales through  
1-to-1 Video Messaging  
Across Advanced TV  
and Digital Video**

A hand holding a black TV remote control. The background is a blurred image of a stadium with green and purple colors. The text "WE DELIVERED 3X RETURN ON AD SPEND" is overlaid in the bottom right corner.

**WE DELIVERED  
3X RETURN  
ON AD SPEND**

## CAMPAIGN HIGHLIGHTS

# CRM Based

Household Level Targeting

# 15 Million

Impressions across TV & digital

# 20+

Video versions on  
Addressable TV

### CHALLENGE

One of Detroit's top three OEMs challenged Eyeview to drive revenue for its auto after-sales service divisions across three separate brands. Facing increasing competition from non-certified service centers, the auto manufacturer needed to find a more effective way to reach its customers with relevant messaging to promote tire service deals through TV and digital video.

### SOLUTION

Eyeview leveraged the auto brand's CRM data to anonymously match and target owners across TV and digital video. Eyeview's creative rendering technology injected the OEM's service-center brand ads with tire service deals personalized to the make and type of the vehicle owned by individual households - three brands and three vehicle types. The video voiceover was also dynamically modified to speak to each specific type of vehicle. 1-To-1 video variations were run across addressable TV, desktop pre-roll and mobile, delivering over 15 million impressions. More than 5 million impressions and five video variations were delivered via addressable TV delivering over 3X return on every dollar in ad spend.

#### CONSUMER IDENTIFICATION

Eyeview tapped into Auto OEM's CRM database working with Acxiom to anonymously match vehicle ownership to individual households.

#### 1-TO-1 VIDEO

We delivered one-to-one video ads for the brands' service centers to customers at a household level across linear and vertical television as well as digitally on desktop and mobile devices.

#### RESULTS MEASUREMENT

Closed-loop sales results were measured through the auto brand's CRM platform using a test and control method delivering over 3X return on ad spend.

### ADDRESSABLE TV & DIGITAL VIDEO CAMPAIGN DELIVERY

#### BRAND A



#### BRAND B (3 VERSIONS)



#### BRAND C

