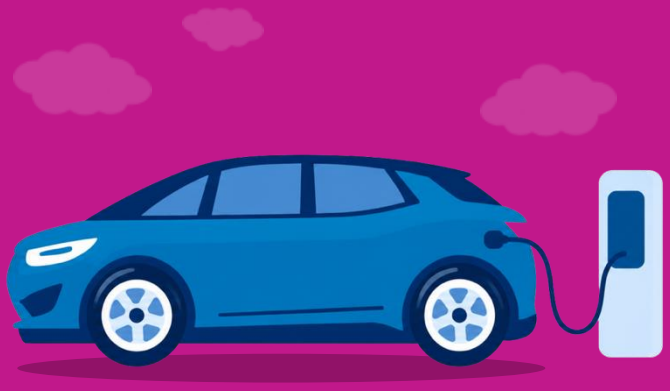
Case study

How a leading auto manufacturer achieved **76.4%** more efficient CPA with Experian Curated Deals for an EV campaign



Challenge

A leading auto manufacturer wanted to reach eco-friendly auto shoppers and electric vehicle (EV) enthusiasts at scale for an EV campaign to run through a large holdco agency, without sacrificing efficiency across display, video, and connected TV (CTV). The campaign needed a media partner who could combine premium audience data with premium inventory and prove performance against every other partner in the mix.

Solution

Experian served as a consistent curation partner for the auto manufacturer, applying audience data and predictive targeting through Experian Curated Deals. Curated Deals combines premium inventory, privacy-safe data, and dynamic pricing into a single, easy-to-buy deal ID, giving them one packaged solution instead of separate data and inventory buys.

For this campaign, we built EV-focused Curated Deals around two core audiences, Eco-Friendly Auto Shoppers and Electric Vehicle Enthusiasts, anchored in our own audience data. The deals blended premium inventory (including AutoGuide.com, AutoSport, AutoZone. cars.com, Motor1.com, and J.D. Power) with curated EV signals, giving their agency a single, ready-to-activate path to premium, addressable inventory across display, video, and CTV.

Results

CPA

76.4%

More efficient than the campaign average

CPM

$15.82

The most efficient CPM of all campaign partners

Over 90%

Of total campaign conversions powered by Experian Curated Deals

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