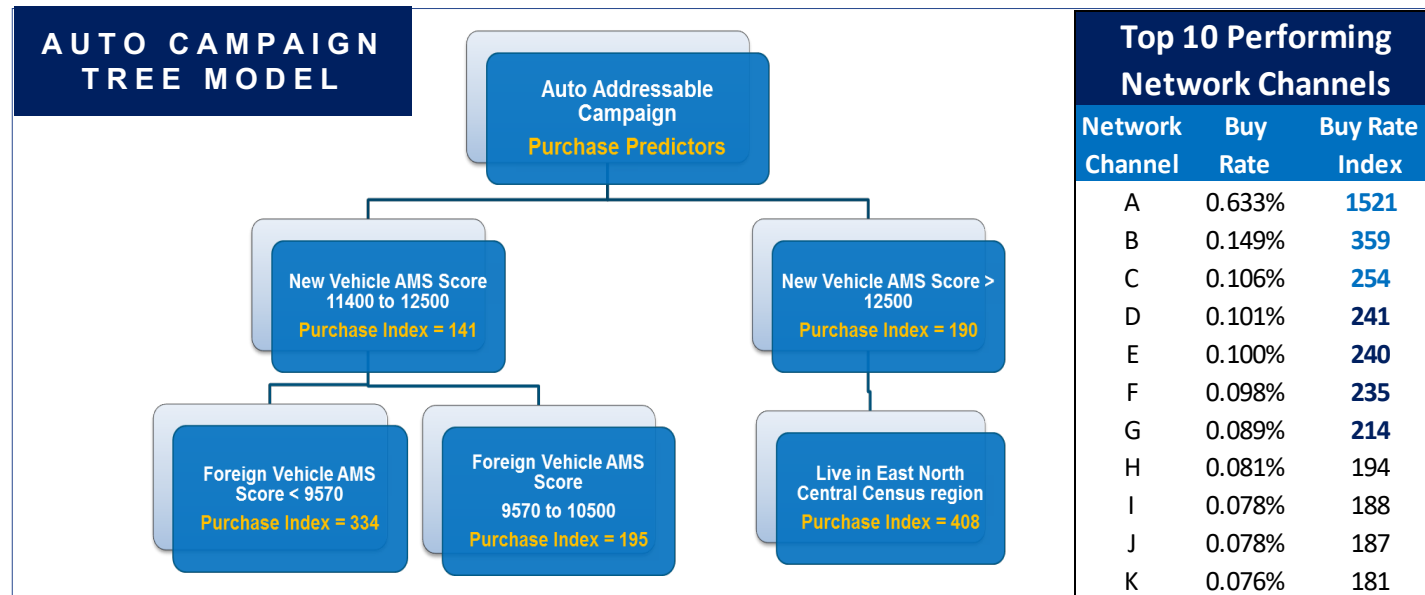# Case study
Domestic SUV brand

O B J E C T I V E : A domestic SUV brand wanted help improving performance of their addressable media campaigns. To fully utilize the flexibility of addressable TV they needed to quickly identify both promising campaign audiences & broadcast networks.

S O L U T I O N : Leverage Experian & partner data assets to create optimal groups using non-parametric decision trees. This method was chosen due to its operational flexibility & ability to intuitively identify predictive relationships.

R E S U L T : Decision tree driven ad placement resulted in an effective campaign. Tree models identified segments with enough scale to support the needs of the campaign.

AUTO CAMPAIGN TREE MODEL

Auto Addressable Campaign
Purchase Predictors

New Vehicle AMS Score 11400 to 12500
Purchase Index = 141

New Vehicle AMS Score > 12500
Purchase Index = 190

Foreign Vehicle AMS Score < 9570
Purchase Index = 334

Foreign Vehicle AMS Score 9570 to 10500
Purchase Index = 195

Live in East North Central Census region
Purchase Index = 408

Top 10 Performing Network Channels

Network Channel	Buy Rate	Buy Rate Index
A	0.633%	1521
B	0.149%	359
C	0.106%	254
D	0.101%	241
E	0.100%	240
F	0.098%	235
G	0.089%	214
H	0.081%	194
I	0.078%	188
J	0.078%	187
K	0.076%	181

- **Experian Auto Market Statistics^{SM} (AMS)** proved invaluable at identifying new buyers
- Analysis also identified several promising network partners based upon their higher buy rates

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