

Case study

Advertising Agency

OBJECTIVE: Advertising agency needed to determine incremental impact of automotive ads on a Digital platform, without holding out a control audience.

SOLUTION: Our OmnilImpact team created a national baseline sample of households and matched them **along with campaign exposures to the Experian Automotive National Vehicle Database** of vehicle registrations.

- Experian ID linked vehicle purchases to digital ad exposures, for both those exposed and national baseline.

RESULTS: Compared to our baseline, **the online ad campaign demonstrated 95+% lift.**

- Only one competitive brand's incremental sales outperformed our Advertiser on the targeted audience.
- Results like this have continually demonstrated the effectiveness of online campaign targeting
- Our OmnilImpact team continues to assist this agency expand and improve incremental impact of online campaigns

