

KEY TAKEAWAYS

27%

increase in
purchase lift rate

Improved ROI
with data-driven
addressable TV
retargeting

Smarter
segmentation and
more personalized
engagement

Lower acquisition
costs compared
to linear TV



Target Smarter and Reach Further with Data-Driven TV

Global Auto Manufacturer Increases Auto
Sales Through Addressable TV Remarketing

[Learn More Today](#)

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A Marketer's Dilemma

A global auto manufacturer needed a faster way to convert in-market customers before it was too late. TV was their most powerful channel, but traditional TV buys couldn't target in-market prospects. They wanted a way to laser target high potential car shoppers within their purchase cycle. They wanted to buy TV like they buy digital, based on data, intent signals, and addressability.

Data Driven TV

Omnichannel remarketing with addressable TV was the answer. The automaker captured car model searches on its website to identify high potential in-market prospects, then targeted them using addressable TV. They used closed loop measurement to prove the effectiveness and efficiency of addressable TV in driving car sales.

Neustar's Omnichannel Remarketing Solution transforms anonymous website activity into relevant audiences that can be activated across the Addressable TV ecosystem. With data-driven insights and enriched customer intelligence, Neustar provides the framework with lookalike models that enable clients to expand their reach and scale beyond the initial seed audience. Using Neustar's authoritative identity data including age, income, home ownership, cost of living, urbanicity and more, the auto manufacturer could successfully engage with high propensity, in-market prospects with a strong intent to purchase, reducing waste and increasing campaign efficiency.

The Guiding Light

It's not just about getting the right message in front of the right customer. It's about being able to attribute that message actual sales. Neustar was able to prove that exposure to Addressable TV ads had a positive effect on the manufacturer's website visitors, with 27% increase in auto purchase lift rate. Even with its higher CPM, Addressable TV increased ROI, compared to linear TV.

About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical real-time responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 11,000 clients worldwide with decisions—not just data.

More information is available at

www.home.neustar