Turning Prospects Into Buyers

13%

online ad clicks leading to a vehicle sale, showroom visit or service appointment.

Reached

existing TV viewers online leveraging Oracle comScore TV data

Optimized

using data-driven insights demonstrating the most effective channels and dayparts

The Ask

A Florida Nissan dealership wanted to reach its existing TV viewers online and develop an online strategy that drove offline conversions. The same TV advertising message was utilized in the dealer's online campaign.

The Solve

The dealer tapped into the expertise of Automotive Advertising Group (AAG) and Oracle Data Cloud to apply a daypart strategy to reach its existing TV viewers online who watched specific channels. The AAG team leveraged Oracle comScore TV data and Oracle Transunion consumer finance data to identify individuals who were in-market for auto-loans.

The Takeaway

In one month, AAG linked three types of conversions to the digital campaign powered by Oracle audiences–vehicle sales, showroom visits, and service appointments. The results were shared with the dealership's TV media buyer, allowing them to make data-driven decisions on which channels and dayparts were most effective.

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Instead of keeping traditional TV metrics separate from digital marketing, it's finally possible with Oracle audiences to attribute offline conversions to the effective channels and dayparts across them both."

Maurice Powers

Programmatic Media Manager, Automotive Advertising Group