



CASE STUDY

**Running SmartPMPs™ for Local Market Auto Dealers
Campaign 1**

Campaign 1 Black Friday Sale

Driving Awareness of Sales Event for Regional Market Dealerships

Audigent partnered with a regional dealer to drive awareness for a Black Friday Sales event using video messaging delivered to Audigent's exclusive, custom-made 1st party audience segments.

The campaign posed unique challenges including highly specific geo-targets, as well as creative promoting a whole suite of vehicles ranging from SUVs to Sedans.

Geos:

- San Francisco, CA
- Santa Barbara, CA

The Strategy

Channel: Video

Video is the ideal tactic used to promote awareness for a sales event like a Black Friday sale and creates an opportunity for users to engage with compelling content from the brand

Audience Targeting



Auto
Intenders



Millennials



Gen X

Setup:

smartPMP
Video

Open Exchange
Video

Campaign 1
The Results

SmartPMPs™ Drive Success Across Key KPIs

Audigent’s Video SmartPMPs™ proved to be a key driver of success, outperforming open exchange video and surpassing benchmarks across the board, resulting in high brand engagement and performance.

Increased win rate on focused publishers,
delivering **35% more impressions** across key properties

hotcars

ClassicCars.com

FANDOM

MOTORCYCLE.com

Forbes

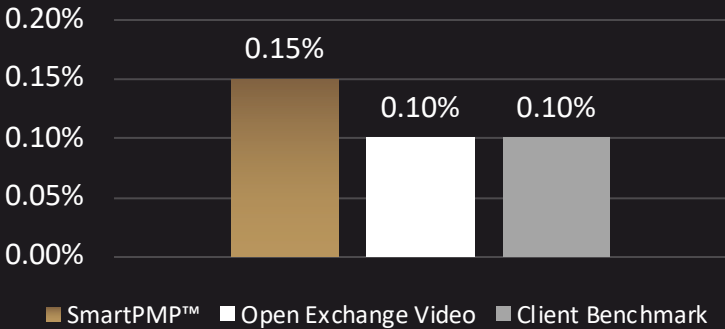
CNN

GOLF

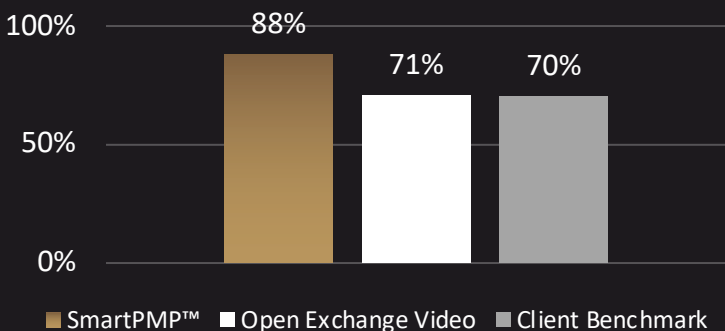
People

CBS SPORTS

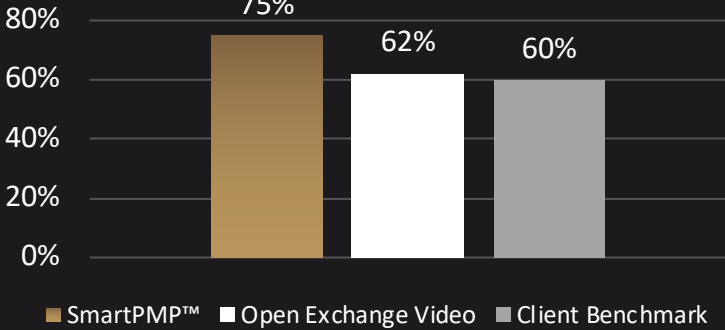
Click Through Rate (CTR)



Video Completion Rate (VCR)



Viewability





CASE STUDY
Campaign 2
Tentpole Event

Campaign 2 Tentpole Event

Driving Success for Tentpole Sales Event with SmartPMPs™

Audigent leveraged SmartPMPs™ to drive performance for our automotive client's biggest tentpole event of the year.

Activated within the web environment, this display-only campaign was targeted against Audigent's tailored audience segments that were designed to drive success for the client's sales event.

Geos:

- Sacramento, CA
- Fresno, CA
- Chico, CA
- Monterey, CA
- Santa Barbara, CA
- Bakersfield, CA

The Strategy

Channel: Display

This campaign was designed to create maximum user engagement and action by efficiently targeting key audiences with display units to drive them to the specific local dealers' web properties

Audience Targeting



Auto Enthusiasts,
45+



Millennials

Setup:

smartPMP™
Display

Campaign 2 The Results

SmartPMPs™ Drove Success Across Key KPIs

Audigent’s SmartPMP™ outperformed benchmarks and drove such a high level of efficiency that we were able to provide added value impressions during one of the most competitive times of the year for inventory and pricing.

Geo Performance Callouts

Performance exceeded client benchmarks in all goes while staying within the client's frequency guidelines, showcasing the ability to isolate and scale key audience groups.

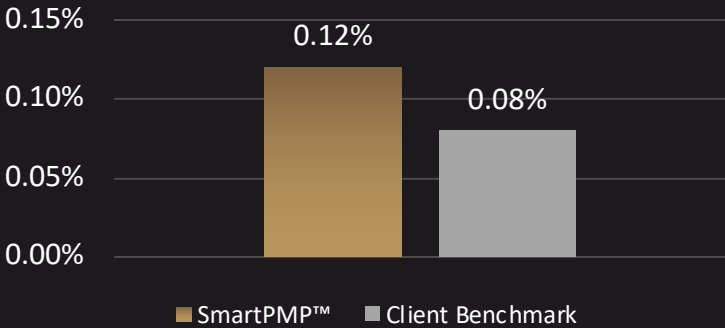
Santa Barbara (Flagship)

CTR: 0.12%
Viewability: 85%

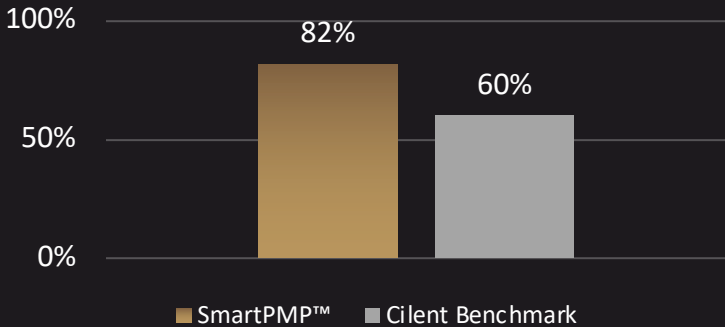
Bakersfield (Smallest Market)

CTR: 0.15%
Viewability: 79%

Click Through Rate (CTR)



Viewability



CPM

Due to the SmartPMP’s™ increased efficiency, Audigent delivered over **55,000 added value impressions**



