

# LEADING AUTO COMPANY DRIVES HIGHER RESPONSE RATE THROUGH VIDEO AD UNITS AND CULTURALLY RELEVANT ADS

## CASE STUDY

> Awareness through pre-roll video

## CLIENT OBJECTIVES

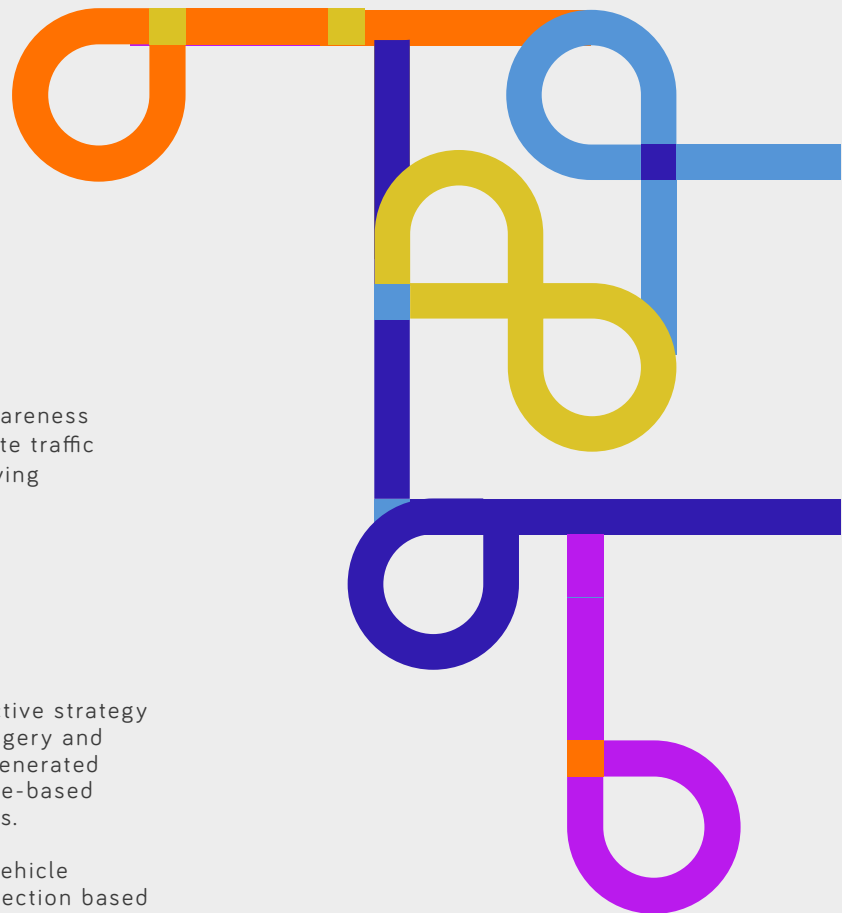
The primary campaign goal was to drive brand awareness of select Automotive products and increase website traffic across key DMAs. Video campaign focused on driving genuine engagement among bicultural Hispanics.

## CAMPAIGN DEVELOPMENT

Pulpo opted for pre-roll video ad units as an effective strategy to channel brand innovation through powerful imagery and impactful insights. Different video ad units were generated for each specific product, allowing for performance-based optimizations aimed at boosting campaign success.

To further expose prospective buyers to specific vehicle information, Pulpo deployed a custom channel selection based on the websites that best resonated with the interests of the target audience. The sites provided vehicle-specific information tied to the video ad units so as to deliver a fully integrated message experience.

**Pulpo focused on authentically influencing bicultural Hispanics by adopting cultural queues that effectively connected with audiences.** Based on preliminary target audience analysis, Pulpo understood that the selected market had a strong mix of both English and Spanish speaking Hispanics, so ads were delivered in both languages to fine-tune ad delivery.



## RESULTS

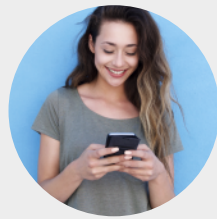
- Both Viewability and Video Completion Rates surpassed client goals.
- Click-through-rates exceeded industry benchmarks across best performing websites, reaching a peak 3.6x higher than the original goal.
- Mobile was king on engagement, with Smartphones accounting for 95% of total campaign clicks.

## AUDIENCE COMPOSITION

### Gender Breakdown

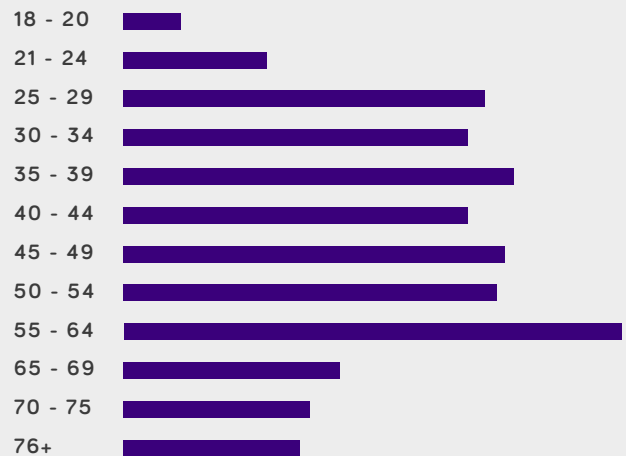


MALE 57%



FEMALE 43%

### Age Breakdown



## KEY TAKEAWAYS

- 1 The highest engagement rates occurred during the weekend, starting to spike on Fridays. Boost campaign pace during these days to achieve greater success.
- 2 Hispanics are avid mobile consumers, this campaign was no exception. Make sure your campaigns integrate a mobile component to increase reach and effectiveness.
- 3 Users are more likely to engage across their favorite websites. Identify the best performing channels and sites for your target audience to secure high viewability performance.