

How Campaign Attribution Made Palm Coast Ford, a Believer in Multiscreen Media

If you were to ask Don York if television advertising has a measurable impact on his business, he is likely to say that buyers would have come to his dealership regardless of their exposure to his ad campaign. Not anymore.

Donald York
General Manager,
Palm Coast Ford

New capabilities in television measurement developed by Spectrum Reach provide advertisers with data that demonstrates television's impact on real business outcomes, like website traffic visitation. It's been well received by advertisers because it goes beyond counting demo impressions to infuse TV with digital measurement attributes that will forever change the value equation on TV. Now, we've enlisted the support of Experian to provide a highly customized analysis that builds on website visitation by looking at attributes like dealership leads and actual vehicle sales that were directly influenced by a TV ad campaign. Our investment in attribution has produced meaningful insights everyone can use.

Meet Palm Coast Ford:

Palm Coast Ford is a mid-size Ford dealership on Florida's northeast coast just off Interstate 95, that owns their Primary Market Area (PMA).



90% of their business is based on repeat customers or referrals



95% of new and used sales are from within the PMA.



North Volusia
(Primary Market Area)

The Palm Coast Ford Conquest Opportunity:

With concentrated sales, the dealership has run TV and digital ads in the Spectrum Reach North Volusia coverage area (zone) that targeted their PMA.



South Volusia
(Conquest Market Area)

The dealership showed interest in conquest sales from competitive dealerships in a geography 20+ miles to the south of Palm Coast Ford. That geography is represented by the South Volusia Spectrum Reach Zone. Port Orange, is a prospect-dense area within South Volusia that is ripe for conquest sales.

Spectrum Reach Team Develops an Attribution Strategy, Multiscreen Media Campaign and New Creative.



Attribution: Don and his Local Sales Team from Spectrum Reach have a long-standing relationship and trusted partnership. As a partner, the Spectrum Reach Team knew there was an opportunity to show that advertising in a new geography would allow the dealership to measure pre and post-campaign impact. The Spectrum Reach Team offered to conduct an attribution study to prove that Multiscreen media can directly impact sales.

The Multiscreen Media Campaign: The media campaign targeted Ford Car and Truck buyers and used the full Multiscreen portfolio including:

- Linear TV, streaming TV and addressable online video, display and search in Spectrum Reach North Volusia to support the PMA and the new South Volusia Zones to target conquest buyers.
- Streaming TV in prospect-rich Port Orange Zip Codes to hyper-target in-market conquest buyers.
- **Multiscreen Campaign Dates:** Dec 14, 2020 - Feb 28, 2021.



Note: For campaign development and targeting, 'Ford Car and Truck Buyers' were defined using IHS Markit metrics: 'Ford owners OR In-Market for a Truck.'

New Creative Developed By Spectrum Reach for South Volusia Conquest Zone.



Spectrum Reach developed 3 new commercials with relevant messaging that changed the tagline from 'Your Hometown Dealer' to 'Go the Extra Mile', and featured the Palm Coast Ford 'Buyers Lifetime Advantage' benefits including Lifetime warranty and free oil changes.

Measuring the Impact of Multiscreen

Building an Attribution Study with Experian and IHS Markit

TV has always been trusted to deliver broad reach and awareness of the brand message. Now, Spectrum Reach proved that TV delivers on lower funnel activity, generating traffic, leads and sales. The foundation of attribution is data – our 1:1 connection with millions of Spectrum cable and internet customers.

Using our data capabilities, we isolated those that were exposed to the new Palm Coast Ford ads and those that were not, in a de-identified and aggregated manner to protect the privacy of customers. By matching that data with Palm Coast Ford web traffic, leads and unit sales, a vivid picture emerged that the Spectrum Reach Multiscreen campaign had a direct impact on all of the business outcomes meaningful to the dealership.



The Results

The Spectrum Reach Multiscreen Campaign can be directly attributed to all lower funnel metrics. Site traffic was up 52%. Leads showed an 8% lift, and sales were up 13% compared to the previous 3 months for the dealership overall.



Site Traffic:

+48,696

▲ 52%

Leads:

+1,254

▲ 8%

Sales:

+382

▲ 13%

Reach

94,975
HH

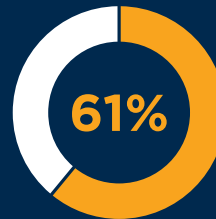
During the campaign a total of 94,975 HH were exposed to a Palm Coast Ford commercial.

Sales

185
Sold

Those homes that were exposed to the ad bought a total of 185 cars - essentially, 1 car sold for every 500 homes exposed to an ad.

Scale



Spectrum HH accounted for 61% of all Palm Coast Ford Sales for the three month period. Among that group, 80% were exposed to the Palm Coast Ford Commercial.

Conversion Lift

2X
More

Those that were exposed to the ad were more than 2X as likely (+121.25%) to buy a new vehicle from Palm Coast Ford than those that didn't see the ad.



How did the conquest campaign perform in South Volusia and specifically in Port Orange, FL?

The media campaign and new creative had a direct impact on sales in South Volusia and the Port Orange targeted geography. Sales in Port Orange went from 1 or 2 vehicles a month to an average of over 5 a month for January to April 2021 – a total of 21 vehicles. In the larger previously untapped geography of South Volusia that includes Port Orange, sales went to 9 vehicles a month on average for January to April 2021 from 3 and 4 a month.

Palm Coast Ford Unit Sales By Month

Conquest Geography Sales Lift 263%.

	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Port Orange	2	2	1	9	3	5	4
South Volusia	3	3	4	9	10	5	11

(Spectrum Reach Multiscreen Campaign Dates: Dec 14, 2020 - Feb 28, 2021.)

Summary: More Traffic. More Leads. More Sales.

Multiscreen marketing worked.

- The Campaign increased site traffic up by 52%. Leads and Sales were both up impressively.
- Customizing the creative in the conquest zone clearly engaged consumers in South Volusia, where prospective buyers were exposed to the Palm Coast Ford message for the first time and took decisive action.
- Spectrum HH exposed to the ad were 2X as likely to buy a new vehicle from Palm Coast Ford than those that didn't see the ad - sales attributed directly to Multiscreen TV.

The study was made possible by a long-standing relationship with the dealer and a commitment by Spectrum Reach to ensure media investment delivered on business objectives.

For more information on attribution or how we can help your business build traffic, leads and sales.

Call us at **1-844-TO-REACH** or contact us
at SpectrumReach.com/contact