

The New Paradigm for Local Multiscreen Media Planning and Buying

How a progressive Texas agency used an audience-based planning and buying strategy to increase reach and website engagement for the Roger Beasley Hyundai dealership.



► THE OPPORTUNITY

Danny Reed Advertising is a long-term partner of Spectrum Reach. The agency relies often on the Spectrum Reach creative team for commercial production and on their sales and support teams for innovative multiscreen ad campaigns.

Roger Beasley
HYUNDAI

The agency serves the linear and digital advertising needs of Roger Beasley Hyundai, a popular Texas auto dealership with locations in Austin and San Antonio. Due to automotive supply chain issues, the agency was challenged with improving media effectiveness and efficiencies for Roger Beasley Hyundai dealerships. The industry's inventory challenges were an opportunity for the agency to build greater brand awareness and build loyalty for the Roger Beasley brand.



SEE HOW SPECTRUM REACH HELPED ROGER BEASLEY HYUNDAI FIND:

3X
More
Traffic

23%
More
Reach

35%
Higher
Frequency

57%
Higher
Response
Rate

► THE APPROACH

A New Buying Strategy: A Tale of Two Cities

In the quest for increased campaign effectiveness and better efficiencies, Danny Reed Advertising engaged Spectrum Reach in a market test with an audience-first schedule in Austin, side by side with a traditional schedule in San Antonio for Roger Beasley Hyundai's third quarter campaign in 2021. Both markets used linear and streaming television.

AUSTIN

A proprietary planning tool was used to select networks and dayparts that specifically appealed to **Hyundai or KIA In-Garage Owners** as the dealership's ideal target audience.

SAN ANTONIO

San Antonio followed a traditional campaign development strategy focused on age and gender (A25-54) with high-rated/high-profile programming, plus Spectrum News and sports.

An Award Winning Audience-First Approach to Multiscreen Media Buying in Austin

By aligning Spectrum's aggregated and de-identified first-party household viewing data with IHS Markit auto registration data, Spectrum Reach built a smarter way to advertise on TV. The Spectrum Reach team used its proprietary audience-based linear solution to create a multiscreen TV campaign to reach the best prospects for Roger Beasley Hyundai.



TARGETING AUDIENCES: THE BASICS

Our proprietary audience planning tool improves efficiencies, increases reach, and gets more consumers to act. Advertisers receive audience targeted campaign proposals based on:



AUDIENCE



AVAILABLE INVENTORY



GEOGRAPHY



PRICE



NETWORKS



IN REAL-TIME



▶ THE RESULTS

MULTISCREEN ATTRIBUTION: TWO CITIES. ONE CLEAR WINNER.

When it came to impact, the audience-based buying campaign in Austin dominated the results. The audience-based strategy drove the number of customer visits to Roger Beasley Hyundai's website, with more than **3X the responses** in Austin vs. San Antonio. The Austin response rate was also **57.2% higher**, which verifies that the Austin campaign delivered a more concentrated audience that acted upon the message.

	Number of Responses (website visits):	Response Rate (Responses /imps)
Austin	1,553	.22
San Antonio	454	.14
Austin Audience-Based Buying Advantage	342% MORE VISITS	57.2% MORE CONVERSIONS

Source: TV Squared (attribution provider) and Blockgraph (for data match) July-Sept, 2021. Based on preliminary findings for Roger Beasley Hyundai automotive dealership using aggregated and de-identified first-party Set-Top-Box data and connected device viewing data in HH exposed to the ad on linear and streaming TV. Responses and response rates are incremental to existing traffic.



Multiscreen Reach and Frequency: The Austin Buying Strategy Excels on Advanced Media Measurement

Streaming TV added incremental audience reach to both Austin and San Antonio schedules:

45+% - Campaign reach of streaming TV over linear TV

67+% - Share of streaming impressions reaching unique, unduplicated audiences not delivered on linear TV

But Spectrum Reach's Multiscreen Reach and Frequency Report shows how the Austin Buying Strategy was the clear winner.

HEADROOM TO GROW

+23% more households were reached in Austin in the first month of the campaign.

The Austin audience-based schedule reached more linear and streaming TV homes out of the gate compared to San Antonio traditional schedules.

LEGROOM TO RUN

+35.5% higher average frequency in Austin—an 8.0 vs. a 5.9 in San Antonio.

Greater reach was complemented by increased frequency in Austin as the schedule continued to run.



OTHER AUSTIN SCHEDULE ADVANTAGES

24% MORE NETWORKS

- ▶ More networks extends unique viewer reach. Spectrum Reach's proprietary audience planning tool generated a custom schedule in Austin that contained **24% more networks**, selecting from a wide variety of high- and low-rated networks that appealed to the target of Hyundai and KIA In-Garage Owners.

10% LOWER CPM

- ▶ Because Spectrum Reach's proprietary audience planning tool reads inventory and pricing in real-time, it produced a campaign with a CPM that was lower than San Antonio, yielding more impressions in Austin that were more equitably distributed across targeted networks and dayparts.

SPECTRUM NEWS

- ▶ Spectrum Reach's proprietary audience planning tool doubled down on Spectrum News in Austin, a hyper-local news network, finding broad reach and efficiencies.

Source: Spectrum Reach internal reporting, Multiscreen Reach and Frequency analysis for Roger Beasley Hyundai, Austin and San Antonio DMA, July-Sept 2021, linear and streaming TV campaign.



► WORDS FROM OUR PARTNERS

“Spectrum Reach has always been a good partner, and has been particularly effective during this period of supply chain issues where efficiency matters and targeted consumer reach matters. Their new research on Multiscreen R&F and Multiscreen Attribution, that is based on first-party data, has demonstrated conclusively that audience-based targeting and impressions-based buying through Spectrum Reach is effective, not only in delivering the customer, but in driving outcomes like website visitation and driving efficiencies on CPM. We look forward to continuing to partner with SR on data and analytics to drive decision making.”

– Landon Sims
Owner,
DR Advertising LLC
(formerly Danny Reed Advertising)

“Audience-based planning and buying through Spectrum Reach goes from concept to proposal almost instantly. Buying and planning on impressions through Spectrum Reach has made a monumental difference to the ease and effectiveness of campaigns. It is a nice complement to the traditional planning and buying strategy used in the automotive space.”

– Melissa Bagan
Account Manager,
DR Advertising LLC
(formerly Danny Reed Advertising)

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

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.