

Industry: Automotive

The AutoTrader logo consists of a stylized 'A' icon made of three horizontal bars (red, black, and blue) followed by the word 'AutoTrader' in a bold, sans-serif font.

Brand Lift Live fuels real-time actionable insights for Auto Trader

Challenge

Having historically focused their programmatic investments on performance-driven display campaigns, Auto Trader was looking to increase consideration with new car buyers by introducing an omnichannel brand strategy that included video. They needed their brand media to be measurable, optimizable, and iterative to maximize return on investment, but were frustrated by conventional research offerings' setup complexity and lack of actionable insights.

Quantcast

Solution

Auto Trader partnered with Quantcast for their robust suite of integrated brand solutions to run an upper funnel video campaign focused on consideration lift, paired with a lower funnel performance campaign to drive buyer leads. Starting with [Brand Lift Live by Quantcast™](#), they asked auto intenders “How likely are you to buy a car online with Auto Trader?”, finding and optimizing to those that responded “very likely.” This not only provided them with real-time access to granular insights, but also enabled them to fine tune audiences, frequency, creative and messaging while their campaign was live to more efficiently find and reach their new car buyer audience. Quantcast’s Brand×Demand Attribution helped quantify the impact of these new upper funnel video investments on their sales goals.

Results

Fueled by actionable Brand Lift Live insights, Auto Trader optimized towards the “very likely to buy audience”, resulting in a 15% lift in consideration with auto intenders. Brand×Demand Attribution validated their new full-funnel omnichannel strategy, highlighting a 50% conversion lift when their performance display was complemented by video.

Key results

15% Consideration lift

50% Conversion lift with the addition of video

“Brand Lift Live took our brand campaign learnings to the next level by giving us real-world insights that can be implemented quickly and effectively.”

Grace Bailey
Senior Marketing Manager
Auto Trader