

AUTOMOTIVE CASE STUDY

KIA

DEALERSHIP



OVERVIEW

An auto dealer recently partnered with Comcast Spotlight to deploy TV and premium digital video advertising. The campaign led to increased interest throughout every part of the sales funnel, including increased traffic to vehicle detail pages.

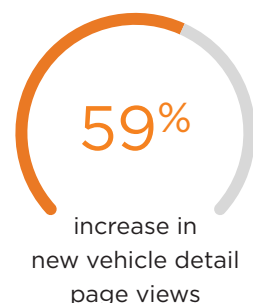
STRATEGY

A California KIA dealer sought to boost interest among in-market buyers seeking imported vehicles. It decided to use targeted video advertising to give in-market buyers a push to finalize purchases.

Partnering with Spotlight for the first time, the dealership launched an ad campaign with a heavy TV focus supplemented with premium digital video. With our sophisticated data and analytics, we delivered the ads directly to the dealership's target audience.

SUCCESS

The dealer saw elevated awareness, consideration, and intent. Period-over-period, it achieved:



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