

# Gulf States Toyota measures addressable TV success with mobile data

Gulf States Toyota put data in the driver's seat to deliver a targeted TV campaign

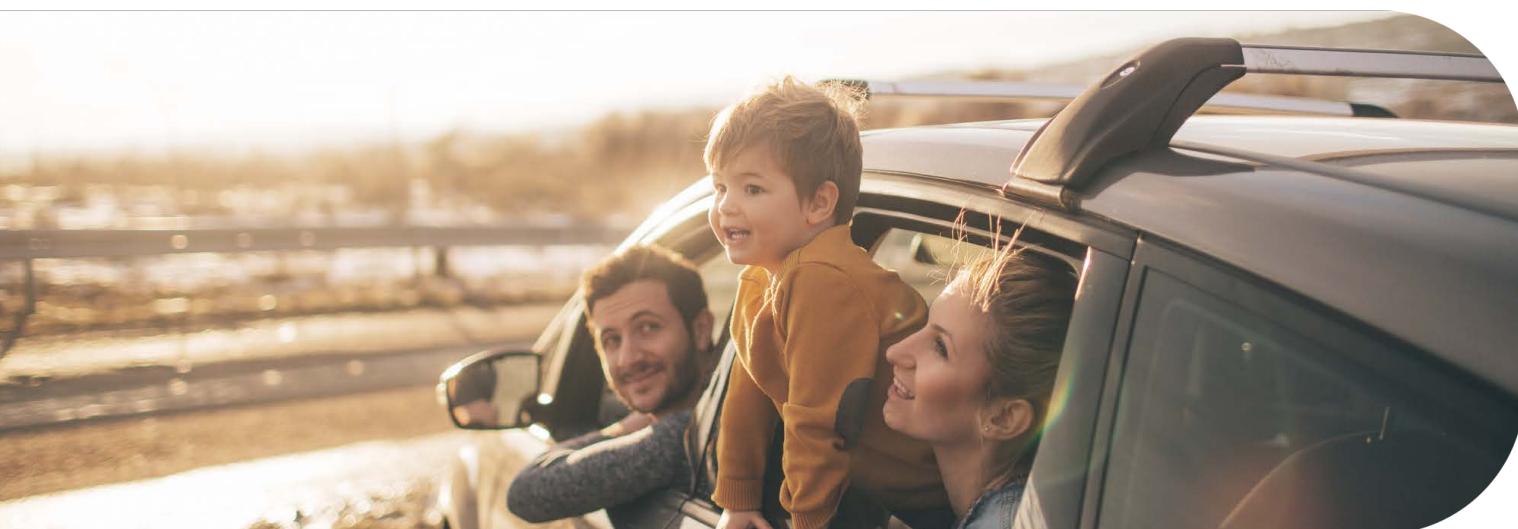
## About Gulf States Toyota

Gulf States Toyota (GST) is one of the largest private distributors of Toyota vehicles and parts in the world with 157 dealerships across the Southern and Southeastern United States.

Experian's Auto Prospect Models drove a **19% lift** in incremental visits to Gulf State Toyota's dealerships.

## Obstacles on the road to marketing success

GST wanted to focus its TV media buys beyond the traditional demographic-based targeting that linear TV depends on. They opted for a more data-driven approach. Addressable TV offered GST the ability to target specific households based on more robust behavioral data. GST wanted to test their Addressable TV strategy's effectiveness and efficiency in driving foot traffic to its 157 dealerships.



## Gulf States Toyota

### Fine tuning a well-oiled campaign strategy

To eliminate waste, GST decided to focus its efforts on only reaching in-market car shoppers identified through Experian's Auto Prospect Models. This audience was then targeted on the AT&T AdWorks addressable platform, reaching in-market DIRECTV households across the month-long campaign. During the campaign run, targeted households saw three times the number of ads non-targeted households.

The campaign also took into account GST's rules for optimal frequency, and ensured ads didn't play back-to-back. GST then partnered with NinthDecimal to measure the campaign's effectiveness in driving people to dealerships. By connecting TV viewing behavior to offline behavior, NinthDecimal measured the incremental lift in dealership visits from those who saw the TV ads, compared to an unexposed control group.

"This was the definitely the first time that we held any kind of media accountable to physically going into a dealership." - Summer Craig, Senior Manager of Integrated Media, Gulf States Toyota

### The final lap: measuring success

Gulf States Toyota's data-driven approach to Addressable TV and location based measurement allowed GST to both reach their target audience and measure their success like never before. NinthDecimal's Location Conversion Index (LCITM) revealed that GST's Addressable TV campaign was very successful in driving potential car buyers to dealerships. Those who saw the ad increased their visitation 19 percent more than the control group.

NinthDecimal's audience data also highlighted insightful patterns among those who saw the ad and visited GST locations. For example, GST learned that 80 percent of visitors traveled 10 miles or less between their homes and the dealership, which will help inform future campaign targeting and strategy.



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