

PHD and Volkswagen drive sales with Connected TV

THE RESULTS



20%

of converters influenced by Volkswagen's Connected TV ads



21%

higher conversion rate when exposed to Connected TV and display ads, versus display ads alone



\$0.07

cost per unique household, with more than 20 million households reached



Amplifying the customer journey with Connected TV

When adding emerging channels like Connected TV to an existing media mix, it's important for brands to understand how they'll interact with and influence their full-funnel strategy. That was the exact challenge Volkswagen faced when advertising its popular Jetta GLI. How did they solve it? By using our Connected TV device graph to track how Connected TV influenced site visits.

Tracking cross-channel engagement with Connected TV using our device graph

Our Connected TV device graph offers Volkswagen precision at scale across various channels. By tapping into it, Volkswagen was able to not only track conversions that started from a prospect watching an ad on their Smart TV, but also measure their greater impact. Feeding their funnel with Connected TV ads ultimately led to a major increase in site traffic to their shopper tools pages.

Connected TV: the key to more conversions

This type of full-funnel attribution is completely new to TV advertising and sets The Trade Desk apart from other players in the market. At the end of the 43-day initiative, Volkswagen had achieved a cost per unique household of \$0.07. PHD was able to see that 20% of converters were reached and influenced by Volkswagen's Connected TV ads. Additionally, conversion rates were 21% higher for users exposed to both Connected TV and display ads, versus display ads alone.