

Driving brand awareness for Volkswagen's premium sedan with Connected TV



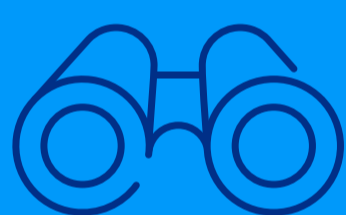
Car buying almost always happens in the dealership. But the car-buying journey begins with digital and TV marketing. Which is why — when building awareness for Volkswagen's new premium sedan, Arteon — PHD turned to the one channel that could best communicate the car's sleek and sophisticated style to the right audience: Connected TV.

Why Connected TV?



ACCESS PREMIUM CONTENT

With Connected TV through The Trade Desk, the agency was able to run Volkswagen ads on premium streaming content.



GAIN GREATER VISIBILITY

By using our Publisher Management Platform to manage all of its deals in one place, PHD got insight into frequency and audience overlap.



FINE-TUNE FREQUENCY

With our reporting tools, PHD was also able to better understand frequency trends and optimize their delivery accordingly.



REACH MORE UNIQUE AUDIENCES

By tapping into uniquely tailored audiences across a variety of streaming publishers, PHD reached people they knew their ads would resonate with.

The Results

14.7MM

unique households reached through Connected TV ads

\$0.07

cost per unique household

\$0.03

cost per completed view

Discover how The Trade Desk brings the advantages of programmatic to TV advertising, helping you connect with a highly engaged audience wherever they're watching.