



AUTOMOTIVE

Engagement Equation

The right data can mean the difference between reaching an engaged audience and spending your ad investment in the wrong place.

In this series, we tap into our own data to analyse audience engagement with ads across each industry — giving actionable insights and tips to help make your ad campaigns more impactful.

Who are automotive audiences?

From sports fans to the office joker, find out who is most likely to engage with automotive ads.

Compared to the general population, consumers that engage most with automotive ads are:

32x more likely to be an IT professional and work for a Fortune 500 company

4x more likely to opt for a cruise holiday, and twice as likely to book their next trip online

2x as likely to place a bet, particularly on anything sports related

TAKEAWAYS AND TIPS

Our research revealed that car fans are often the office joker, being 84x more likely to visit sites such as [fantasticjokes.com](#). Clickers of car ads are also 23x more likely to browse [maternityweek.com](#) – suggesting a new market of growing families in need of upsizing. And it's not all about sitting in a car seat — pumping iron in the gym is also a top priority, with these consumers being 24x more likely to browse sites like [muscleandfitness.com](#). This may explain why they're also 22x more likely to browse [wwe.com](#).

- Always start with data analysis. This helps target the right audiences instead of spending time and money on the wrong ones.
- Use smart techniques like lookalike modelling to identify the unexpected users who may be receptive to your brand messages.
- Pinpoint your perfect audience by checking out [The Trade Desk's Planner](#), which analyses huge sets of data, so you don't have to.

When do they engage?

Spring weekends tend to be the best time to reach car fans.

We find that automotive ads perform best during these times:



Month

Viewability:
Apr, May, Jul
Engagement (CTR):
Sept, Oct, Dec
Combined:
May



Day of the Week

Combined:
Thur, Fri, Sat



Time of Day

Viewability:
9am to 9pm
Completion Rate:
11pm - 4am
Combined:
Noon - 2pm

TAKEAWAYS AND TIPS

Viewability on car ads peaks in May, after growing in the spring months. Completion rates are best towards year-end, particularly in October. To hit both KPIs, go for May. Potential buyers' interest turns to cars later in the week. Thursday — followed by Friday, then Saturday — proves the best-performing day for both viewability and completion rate KPIs. Want high completion rates? 11pm is the best time of day. Viewability on automotive ads is consistently high from 9am to 9pm. Combining the two KPIs, find the sweet spot between noon and 2pm.

- Capitalise on inflated audiences by planning campaigns in advance, using [The Trade Desk's Campaign Flight tool](#).
- Up spend in optimal moments with [The Trade Desk's Time of Day and Day of Week vectors](#).
- Incorporate late nights and early mornings into your campaign plan and prioritise spend toward the end of the week.



TOP TIP

11:00pm on Thursday is the ultimate weekly engagement window for automotive.



Where are they most responsive?

Auto ads have the biggest impact on PCs and Connected TV (CTV).



PC Display Ads

Viewability is constantly high throughout the year



CTV

Completion rates peak in November



Mobile Ads

Viewability rates well throughout the year

TAKEAWAYS AND TIPS

Car lovers view ads predominantly on PCs. With memorable stories and inspiring images, automotive video ads have both high viewability and completion rates. But display ads are the top way to target if you're measuring viewability. Completion rates for video on Connected TV peak in November and December when consumers are curled up on their sofas. Mobile viewability skyrockets during warm August and September when consumers are out and about.

- [Adapt your device strategy for seasonal weather changes.](#)
- [Reach the audiences you know are engaging with your content, with our Player Events Retargeting.](#)
- [Bid on the video sizes that make the most impact, using The Trade Desk's Quality Alliance video feature.](#)



TOP TIP

Keep an eye on the weather, as cooler months are best for video campaigns on PCs and CTV, while mobile is a strong warm-weather channel.



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