

Safelite AutoGlass uses Connected TV for creative testing

CASE STUDY

Client

Horizon Media

Method

Connected TV, Conversion Lift



THE RESULTS

8%

lift in consumers expressing intent
for windshield replacement

10%

lift in scheduled windshield
replacement appointments

DRIVING INCREMENTAL LIFT WITH A CONNECTED TV-FIRST STRATEGY

Safelite AutoGlass®, a national brand providing automotive glass repair and replacements, and safety system recalibrations, wanted to launch an innovative TV campaign that would drive on-site appointments for windshield replacements.

The brand's objective was to quickly determine the best creative asset to run on linear TV with head-to-head testing on Connected TV (CTV). Success would be based on which ad drove the highest number of consumers expressing intent for replacing a windshield, and scheduled windshield replacement appointments. This approach would allow them to measure the performance of each individual ad in real time, while mirroring the "living room" environment of linear TV viewership.

Their agency, Horizon Media, decided to execute this CTV-first strategy on The Trade Desk. The team planned to test three versions of creative — all running on CTV — and measure the results using our platform's conversion lift test.

MEASURING THE IMPACT OF DIFFERENT CREATIVES ON THE TRADE DESK

Horizon tested three creatives on the quote details subpage of Safelite's website. Our conversion lift test enabled the agency team to measure the causal impact of the ads on a consumer's decision to take an action — like visiting the appointment scheduling page on the Safelite site — to better understand where their ad spend was making the biggest impact.

ENABLING SPEED TO MARKET WITH CONNECTED TV

Because of their CTV-first strategy, Horizon Media was able to act quickly, using CTV campaign results to immediately inform Safelite's linear TV strategy. Out of the three creatives tested, the 15-second commercial showing technicians using video chat to demonstrate socially distanced windshield replacements performed best, driving a 10% lift. And overall, the campaign drove an 8% lift in households scheduling a windshield replacement appointment.

"Creative testing through The Trade Desk allowed us to quickly understand 'real world' consumer responsiveness to new ads in order to speed up the promotion of creative that will perform. As a bonus, unlike traditional copy testing methods, we receive the business benefit of in-market, working media dollars."

— Matthew Johnson, Director of Advertising at Safelite