



Goodway Group
knew their auto
clients faced an
audience with an
extended purchase
consideration phase.

They decided to
reach that audience
in a whole new way.



THE CHALLENGE

“An auto purchase is a major decision in any household, **often made collectively among multiple people,**” COO Jay Friedman says.

“Our challenge was clear:

how does our advertiser target an auto intender and **shepherd the whole decision-making team down the funnel?**”

THE APPROACH

“We brought the idea to The Trade Desk to **expand how we define retargeting.**

Household Extension™ retargets a user and then expands to include their circle of influence by **reaching everyone who shares the same IP address.**

That includes people and devices – it reaches everyone, all ways.”

THE SOLUTION

Friedman finishes, “While the mechanism is straightforward, Household Extension was born out of a strategic need.

By including all parties in the consideration phase, we’re seeing significant lifts in engagement.

We’re truly taking a ‘user first’ approach, which is at the **core of success in digital advertising.**”

RESULTS Click-through rate for Household Extension audiences was more than twice standard Retargeting audiences throughout the life of the campaign

