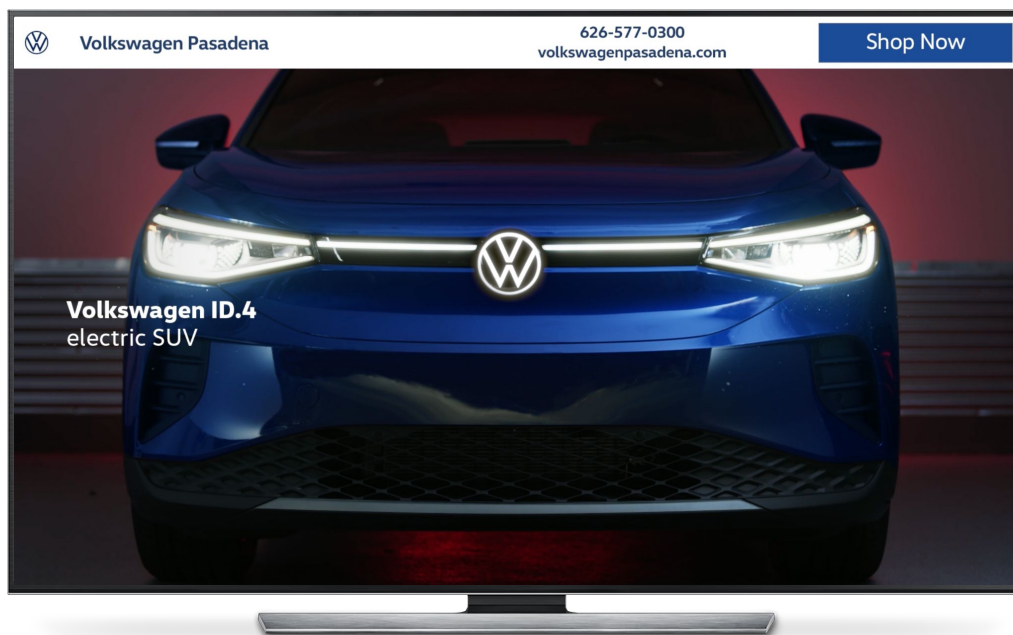


VW Dealerships Drives Massive EV Pre-Orders with Netsertive's Connected TV Advertising

With demand for Electric Vehicles heating up, VW Dealerships around the nation were looking to boost pre-orders for their 2023 Volkswagen ID.4. Volkswagen debuted commercials aimed at connecting the world-changing aspects of mass EV adoption to personal life-enhancing benefits of ID.4 ownership, and local dealers were looking to piggyback on these powerful stories and video ads, but needed a way to drive viewers to take local action and pre-order.

Solution

Netsertive created a turn key Connected TV campaign for dealers, featuring localized Connected TV ads that used VW's ID.4 commercials and overlaid local dealership information on top of it. The team customized audience locations and demographics to make sure the campaigns reached in-market shoppers, while automatically updating videos for dealers as needed to maintain VW guidelines. Further, Netsertive submitted for co-op reimbursement on the dealer's behalf, making it extremely easy for the dealer. Ten Volkswagen dealerships partnered up with Netsertive to take advantage of the Connected TV campaign.



Localized Connected TV Ad for VW Pasadena

Results

In the 6 month flight the dealerships' Connected TV ads reached over 2.4M unique households at \$.03 cost per completed view, resulting in 965 dealership visits and almost 100 VW ID.4 pre-orders.

In addition, the Netsertive team was able to drastically improve the targeting, control the frequency, and increase reach vs previous providers, leading to a 98% video completion rate and 2.8M completed views. Previous providers were reporting a 45% completion rate and \$.05 cost per completed view. By partnering with Netsertive, the ten VW dealerships were able to better reach an engaged audience and drive them towards a local call to action.

2.4M HOUSEHOLDS
REACHED

2.8M COMPLETED
VIEWS

965 DEALERSHIP
VISITS

“With slimmer inventories, and consumers spending less time in-market and more time researching online, we needed a solution to be smarter with how we reached these shoppers. Netsertive’s partnership allows us to break down the media silos for better cross-channel targeting that includes CTV.”

Karl Zerrenner
Vice President at Volkswagen Pasadena

