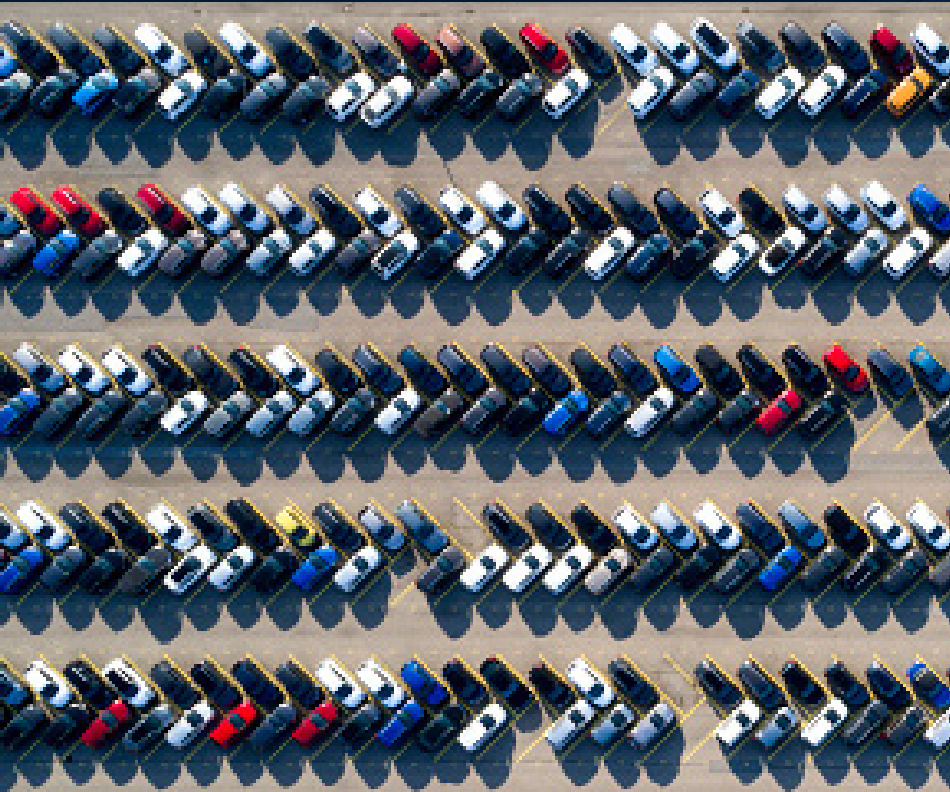


# Spectrum Reach Delivered an Unprecedented, Data-Informed Multiscreen Campaign That Drove a Remarkable **20% Increase in Sales Conversions** with the Same Media Spend.



**Spectrum**  
REACH®

**stream**  
companies

fullthrottle.ai

## ► THE OPPORTUNITY

An automotive dealership serving Tampa, Florida, partnered with the agency Stream Companies to find new ways to expand market share by leaning into data-driven media strategies. According to Stream Companies, the opportunities for local automotive dealerships to leverage their first- or third-party data are very limited. They worked with data partner fullthrottle.ai to generate first-party household data from the dealership's website traffic.

Spectrum Reach delivered a first-of-its-kind data-informed multiscreen campaign fueled by a breakthrough alignment of the dealership's first-party website visitor data with Spectrum Reach's privacy-focused first-party audience viewing data to reach an audience of new prospects.

The targeted campaign drove remarkable outcomes for the dealership including:<sup>1</sup>



**+20%**  
**INCREASE**  
In Sales Conversions



**+9%**  
**INCREASE**  
In Service Transactions

"The innovative solutions provided by Spectrum Reach and fullthrottle.ai™, that used the client's first-party data to improve campaign targeting and performance measurement, were groundbreaking."



**Melissa Dempsey**  
Executive V.P. of Strategy,  
Stream Companies.

## ► THE CUSTOMER DATA MATCH APPROACH

Spectrum Reach proposed an innovative customer data match strategy aligning the dealership's first-party website data with Spectrum Reach's first-party privacy-focused audience data to generate a filtered targeted audience of new interested prospects.

In this unprecedented pilot application of Spectrum Reach's AudienceApp—a proprietary data-driven, audience-based buying tool—Spectrum Reach onboarded the dealership's own first-party website data through their partner fullthrottle.ai. This was not an audience of former customers or visitors that completed

the form-fill online. These were newly interested visitors—with high potential for conversion as they began to consider a brand for a purchase.

Blockgraph facilitated a privacy-focused customer data match that aligned the dealership data and Spectrum Reach privacy-focused audience data. Spectrum Reach utilized the enhanced AudienceApp viewing data of new customer prospects who visited the dealership's website in Tampa to build schedules.



**Tara Rego**  
Director of Automotive Sales

“When Spectrum Reach analyzed the new customer viewing data, it was very different from typical auto intender profiles. AudienceApp revealed surprising insights, such as the dealership's prospects being soccer superfans who watched 'Friends' on Nickelodeon during prime time and Spectrum Bay News 9 throughout the day. It revealed 100 things we didn't know before.”

Spectrum Reach offered Stream Companies and the dealership an opportunity to run a campaign test.

## Testing the New Targeting Capability

### Control Campaign

Spectrum Reach placed a traditional AudienceApp campaign based on programming appealing to auto intenders—people identified as auto buyers, who have bought a new car in the last three years.

### Test Campaign

In the following quarter, to test the hypothesis that first-party data informed schedules would perform better, Spectrum Reach left the budgets, platform specs, cable zone, and zip geographies the same, but changed the targeting tactic to new customer prospects identified using customer data match.

## ► THE RESULTS

By partnering with Spectrum Reach, the dealership achieved remarkable results for their data-driven campaign:<sup>1</sup>



### 20% Increase in Sales

With the same monthly spend and media mix the dealership saw a 20% increase in aggregated sales conversion.



### 9% Increase in Service Transactions

The dealership also experienced a 9% increase in aggregated service transaction conversions.

Campaigns need a cookieless solution for targeting. Data is key. As an internet and cable provider, Spectrum Reach has the resources to find audiences that will respond.

**Stream CEO David Regn said:** "Aligning the first-party data generated by fullthrottle.ai with Spectrum Reach's AudienceApp revolutionized our targeting strategy. It gave us the opportunity to target new website visitors on television instead of targeting auto intenders generally. The dealership had huge conversion lifts that you normally don't see. It wasn't about driving traffic—it was about driving sales and service. The proof was evident. We were reaching more of the right audience."



**David Regn**  
CEO  
Stream Companies

Source 1: Spectrum Reach Internal Household Viewership Data from Audience Measurement, Dec '23 calendar month. 5 Min consecutive viewing threshold.