

Success Story

What Car?

Addressable TV proves a cost-effective way to drive results for the UK's leading car-buying platform



87%

more enquiries than email, paid social, and display ads combined

69%

ratio of car buyers to enquiries attributed to addressable TV*

21

additional car buyers per £1,000 spend on Finecast

Background

What Car? is the UK's biggest car-buying brand and has been helping Britain's car buyers make purchasing decisions for over 40 years.

The aim was to build brand awareness and perceptions, as well as drive dealer and online visits.

Challenge

What Car? was looking to build brand awareness and alter brand perceptions. The team wanted to position the brand as a trusted destination to not only review, but also to purchase a new car. In addition, they wanted to generate new leads amongst car buyers.

The campaign was made up of:

- Addressable TV
- Online video
- Paid social
- Unpaid channels including email, PR, display ads (on owned websites) and organic social

Approach

What Car? partnered with Finecast to launch their biggest and most ambitious marketing campaign to date. The campaign marked the brand's first venture into TV advertising.

The addressable TV campaign was designed using postcode level location data to build an exclusion map. This approach allowed them to efficiently deliver maximum national coverage while limiting ad exposure to areas without dealerships nearby.

*Approximation due to data limitations. These are ratios, and do not represent the same people in all cases (e.g. not all buyers would have made enquiries).



Results

The results demonstrated addressable TV to be a highly cost-effective method of driving results. Finecast TV ads cost just over three times that of paid social and five times that of online video (per view). Although paid social had a lower average cost to enquiry ratio over the whole two-month campaign, addressable TV had a lower cost to enquiry ratio in its most effective weeks.*

When looking at the number of What Car? enquiries in relation to the number of ad views in the postcode areas where these enquiries occurred, the ratio of enquiries to ad views was far higher for addressable TV than for paid social.

Finecast ads had a very high buyer-to-enquiry ratio and generate 87% more enquiries than email, paid social, and display ads combined,



and the ratio of car buyers attributed to addressable TV in relation to those making enquiries was very high at 69%.

Each £1,000 spent on Finecast addressable advertising can be attributed based on postcode matching to an additional:

- 28 Enquiries
- 21 Car buyers

*Ratio of ad cost to enquiries within relevant postcode areas



TV was an obvious choice for building brand equity and awareness around our new car-buying platform. To avoid wastage we looked at TV in a different way to how we may have tackled it previously – by using addressable or non-linear TV advertising – which ultimately could prove to be a more cost effective solution to target in-market audiences.

Darren Pitt, Marketing Director, Haymarket Automotive

Our solutions

Finecast is the UK's leading addressable TV business, helping brands address premium, big-screen viewers as they fragment across an expanding universe of TV platforms.

Our solutions enable advertisers to precision target viewers across multiple on demand, linear and live streaming TV environments, whilst helping advertisers address hard-to-reach TV viewers through a single access point, with standardised and independent measurement.

Want to find out more? [Get in touch.](#)



Finecast's flagship product delivering the most premium broadcaster VOD inventory on the big TV screen



Advanced segment data for accurate customer targeting

