

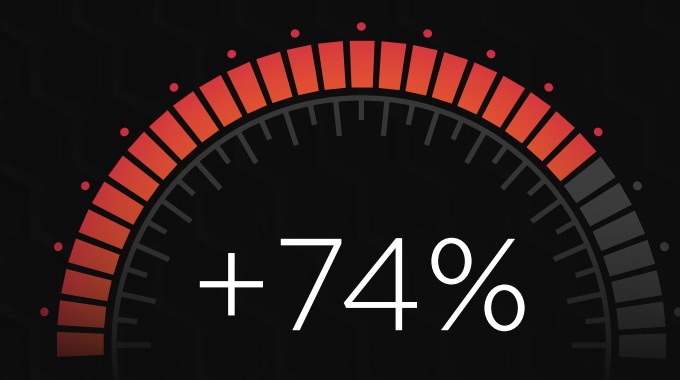


# Why Multiscreen TV Is Better Than Streaming-Only for Auto Advertising

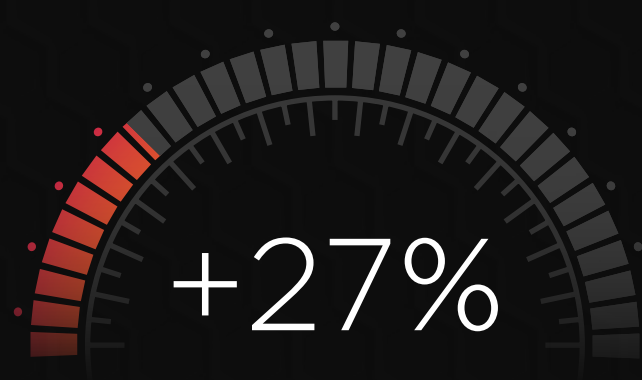
With the rise in popularity of streaming video, automotive marketers may question if going all in on streaming will provide better results. However, after analyzing vehicle purchase data matched to ad exposure data, the findings show that a multiscreen TV advertising strategy consistently outperforms streaming-only.

## Multiscreen TV Outdelivers When Compared to Streaming-Only

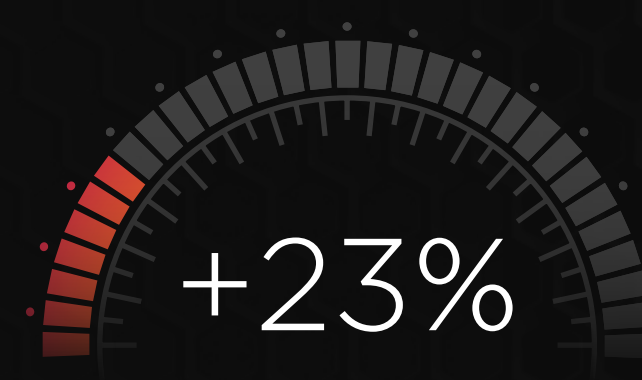
An analysis compared auto dealers that bought multiscreen TV vs. streaming-only in the same geography and investment level within the same time period. The results show<sup>1a</sup>:



More buyers reached with multiscreen TV vs. streaming-only



More efficient with multiscreen TV (meaning reach builds faster)

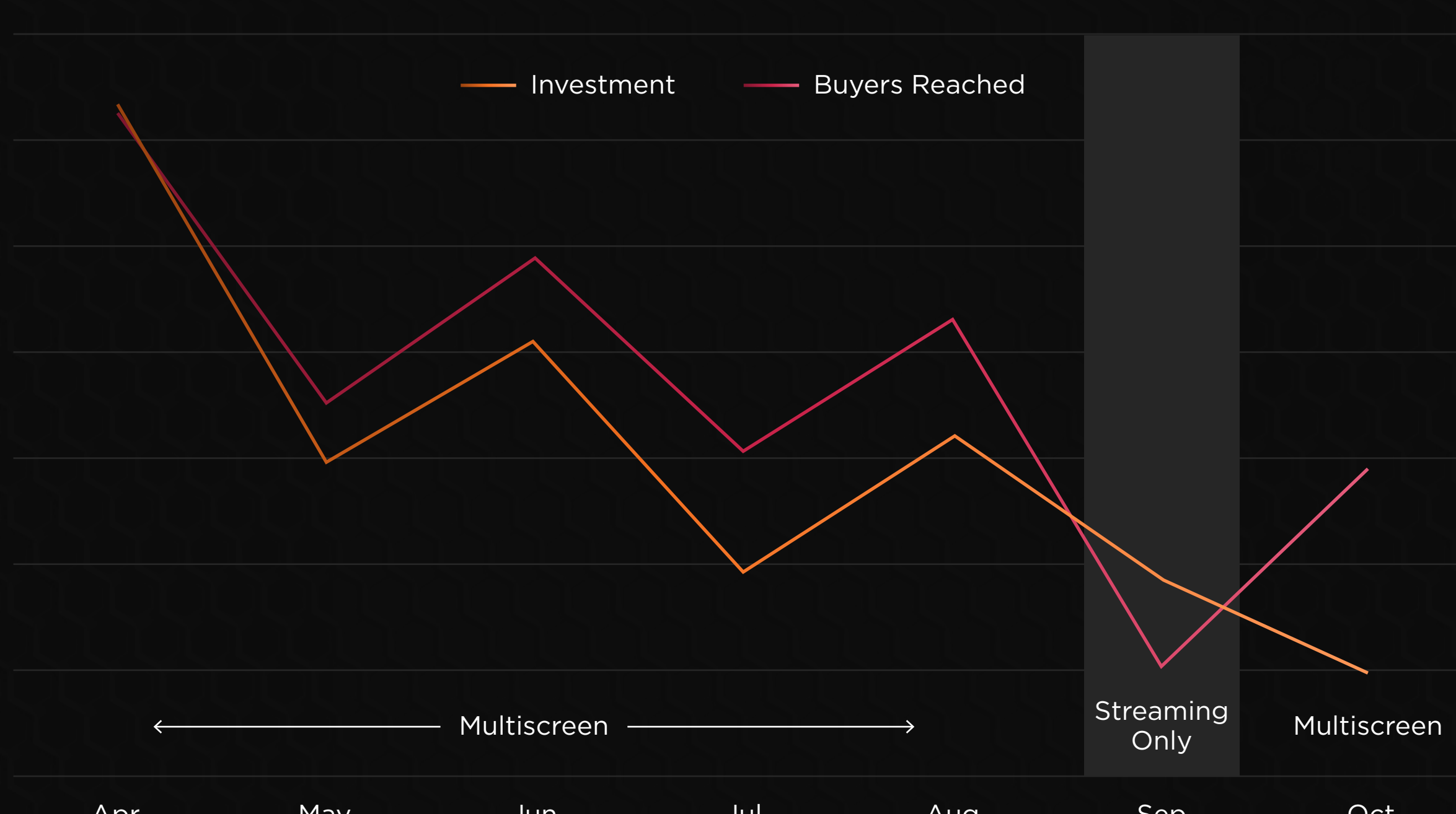


Higher conversions with multiscreen TV

## What's the Right Mix in Investment for Multiscreen TV?

Investing too heavily in streaming can limit buyer reach.

### Dealer Marketing Investment & Buyers Reached

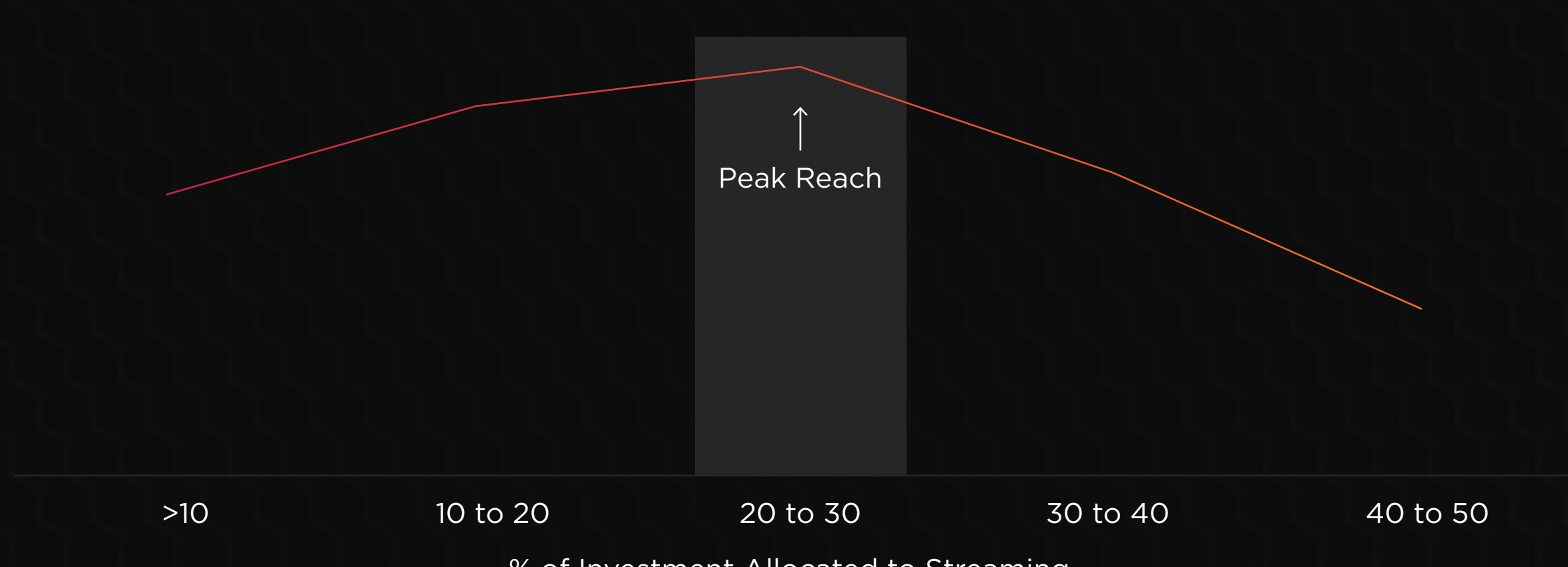


A change in this dealer's campaign strategy, switching from multiscreen TV to a streaming-only strategy, showed a noticeable drop in buyers reached.<sup>1b</sup>

Recommended for Maximum Reach:  
20-30% Investment in Streaming<sup>2</sup>

Streaming helps with hard-to-reach households, but there is a limit to reach which is why most of the budget allocation should be distributed to linear TV.

### Multiscreen Reach Is Dependent on Investment Allocation



In a large-scale analysis, we see diminishing returns when 30%+ of the total investment is allocated to streaming.

Interested in launching a multiscreen TV advertising campaign? [Contact us.](#)



Sources:  
1. Comcast Internal Analysis of Ad Exposure data matched to Polk new vehicle sales using BlockGraph (2021)  
1a. Based on comparison of 20 dealers across 10 zones (2 dealers in each scenario. Time period, geography, and investment were consistent across scenarios)  
1b. Multiscreen campaign for five consecutive months. Streaming-only in month six followed by multiscreen again in month seven.  
2. Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Effectv Streaming campaigns (2H '22).