# Connected TV revolutionises automotive advertising strategies



As streaming services continue to gain traction, innovative solutions are reshaping the automotive advertising landscape, with one company positioning itself at the forefront of this transformation. Jeff Brown, the Chief Operating Officer of Force Marketing, recently discussed the significant impact of connected TV on how car dealerships engage with their target audiences during an episode of Inside Automotive.

According to Brown, the advent of streaming media marks a departure from traditional advertising methods, where dealerships relied on purchasing ad space in a bid to reach potential customers. He explained that connected TV allows dealers to pinpoint their ideal customers with unprecedented precision, utilising detailed data to optimise advertising effectiveness.

At the heart of this strategy is the ability to leverage both first-party and third-party data, which ensures that advertisements are delivered to the most relevant viewers. The analysis of customer data—encompassing vehicle ownership, demographic details such as age, and various market behaviours—enables dealerships to craft tailored ad campaigns. Interestingly, Brown highlighted that targeting pre-market audiences, individuals who are estimated to be 31 to 90 days from making a purchase, results in performance metrics that are notably superior to those of in-market audiences. Specifically, he stated that these pre-market audiences perform 2.4 times better, underscoring the importance of engaging potential buyers early in their purchasing journey.

In addition to demystifying the mechanics of data-driven advertising, Brown elucidated how dealerships can effectively utilise popular streaming platforms such as Hulu, Peacock, and Disney+ to place their ads in front of a highly specific audience, thereby ensuring minimal waste in their media budget. Notably, connected TV campaigns can be dynamically adjusted according to performance data, adding a layer of sustainability and repeatability to the advertising process for car dealers.

When addressing budget considerations, Brown recommended that dealerships allocate a significant portion of their advertising spend—specifically 20–30%—to streaming media. This shift, Brown argues, is becoming increasingly vital as the consumption of connected TV continues to rise. Current statistics suggest that 87% of US households will have connected TV access by the end of 2023, with the average household dedicating approximately two hours and 34 minutes each day to streaming content.

As the connected TV market matures, dealers who swiftly adapt to this innovative form of advertising stand to benefit from a cost-effective and highly efficient means of capturing both current and future customers.

“87% of U.S. households are connected TV enabled. By the end of this year, U.S. households will spend 20% of their total media time with connected TV. That’s two hours and 34 minutes," Brown emphasised during his conversation, highlighting the significance of this rapidly evolving trend in the automotive advertising domain.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.forcemktg.com/solutions/streaming-media/> - This link corroborates the use of streaming media by Force Marketing, including the targeting of specific audiences and the benefits of connected TV, OTT, and streaming audio platforms.
* <https://www.cbtnews.com/force-marketing-cro-jeff-brown-on-ctv-video-retargeting-and-digital-ad-spend/> - This link supports Jeff Brown's discussion on the impact of connected TV on automotive advertising, precision targeting, and the efficiency of streaming media compared to traditional TV ads.
* <https://www.cbtnews.com/force-marketing-cro-jeff-brown-on-ctv-video-retargeting-and-digital-ad-spend/> - This link provides details on how dealers can target specific audiences using connected TV and streaming media, and how this approach can be more precise than traditional TV advertising.
* <https://www.cbtnews.com/maximize-your-dealerships-marketing-reach-through-streaming-media-ads/> - This link highlights the importance of streaming media ads in automotive marketing, the need for data analysis, and the benefits of shifting advertising budgets to streaming media.
* <https://www.forcemktg.com/solutions/streaming-media/> - This link explains the dynamic video engagement and how Force Marketing's platform generates dynamic videos based on current inventory, targeting in-market shoppers across various channels.
* <https://www.cbtnews.com/force-marketing-cro-jeff-brown-on-ctv-video-retargeting-and-digital-ad-spend/> - This link discusses the geographical targeting capabilities of connected TV and OTT, allowing dealers to target specific areas such as one mile, five miles, or specific zip codes.
* <https://www.cbtnews.com/maximize-your-dealerships-marketing-reach-through-streaming-media-ads/> - This link emphasizes the importance of omnichannel marketing and the need to meet consumers where they are, including on streaming platforms like YouTube and Hulu.
* <https://www.forcemktg.com/solutions/streaming-media/> - This link details the recommended budgets for different streaming media campaigns, including CTV and audio ads, and the expected results such as cost per dealership arrival.
* <https://www.cbtnews.com/force-marketing-cro-jeff-brown-on-ctv-video-retargeting-and-digital-ad-spend/> - This link supports the quotation about the precision of targeting and the ability to adjust campaigns based on performance data, ensuring minimal waste in media budgets.
* <https://www.cbtnews.com/maximize-your-dealerships-marketing-reach-through-streaming-media-ads/> - This link reinforces the idea that dealers should allocate a significant portion of their advertising spend to streaming media to capture both current and future customers efficiently.
* <https://www.cbtnews.com/force-marketing-cro-jeff-brown-on-ctv-video-retargeting-and-digital-ad-spend/> - This link provides context for the quotation about the time U.S. households spend on connected TV, highlighting the trend's significance in automotive advertising.
* <https://www.cbtnews.com/how-dealers-can-maximize-their-reach-with-connected-tv-solutions-jeff-brown-force-marketing/> - Please view link - unable to able to access data