

# AdTheorent Predictive Audiences Drive 55% more Efficient CPA than 3<sup>rd</sup> Party Audiences

## Campaign Objective:

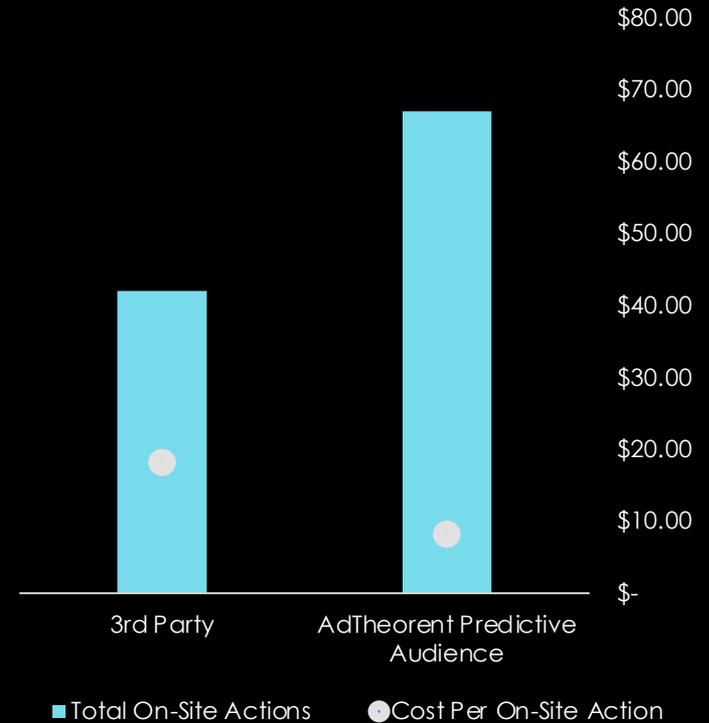
An automotive manufacturer aimed to drive brand awareness and key on-site actions among in-market auto intenders

## AdTheorent 's Solution

Tested 3<sup>rd</sup> party and AdTheorent Predictive Audiences with cross-device display. AdTheorent built an in-market auto intender audience using custom data attributes for an automotive manufacturer

Visited a **brand or competitor dealership**  
 and  
 live in a **metro central city, metro suburban area**  
 and  
 browse content & keywords related to  
**endemic automotive content**

ON-SITE CONVERSION VOLUME VS.  
COST PER ON-SITE ACTION



## Results

With equal spend across both audiences, AdTheorent Predictive Audiences:



**55%**

Outperformed 3<sup>rd</sup> party audiences by 55%



**61%**

Drove majority of on-site conversions

