

dish media

FUELS SALES GROWTH

for a luxury auto brand

Target: HHs in the market to purchase a luxury vehicle
use the auto brand's first-party data

Campaign Flight: 6 weeks

Goal Frequency: 18 ads (avg. 3 per week)

S&P Global

dish + sling

Exposed vs. Control

Total Sales

+31%

205 VEHICLES

Revenue

\$12M

The Campaign Drove Sales in Key Target Regions

Western
Region

+38%

South Central
Region

+22%

Southeast
Region

+211%