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A DATA-DRIVEN YOUTUBE AWARENESS CAMPAIGN TO PREVENT AUTO THEFTS

Geo-targeted YouTube campaign delivered 33% efficiencies
in educating public safety to car owners

SUCCESS STORY

Client's goal

The New Jersey Attorney General's Office of the Insurance Fraud Prosecutor (OIFP) launched a strategic YouTube ad campaign to combat rising auto thefts in New Jersey, particularly targeting Hyundai and Kia owners. Due to security vulnerabilities in certain models and the influence of viral social media trends, these vehicles became prime targets for theft.

By leveraging YouTube's advanced audience and location targeting capabilities, the campaign successfully reached possible at-risk owners, delivering essential safety updates and theft prevention solutions to those who needed it most.
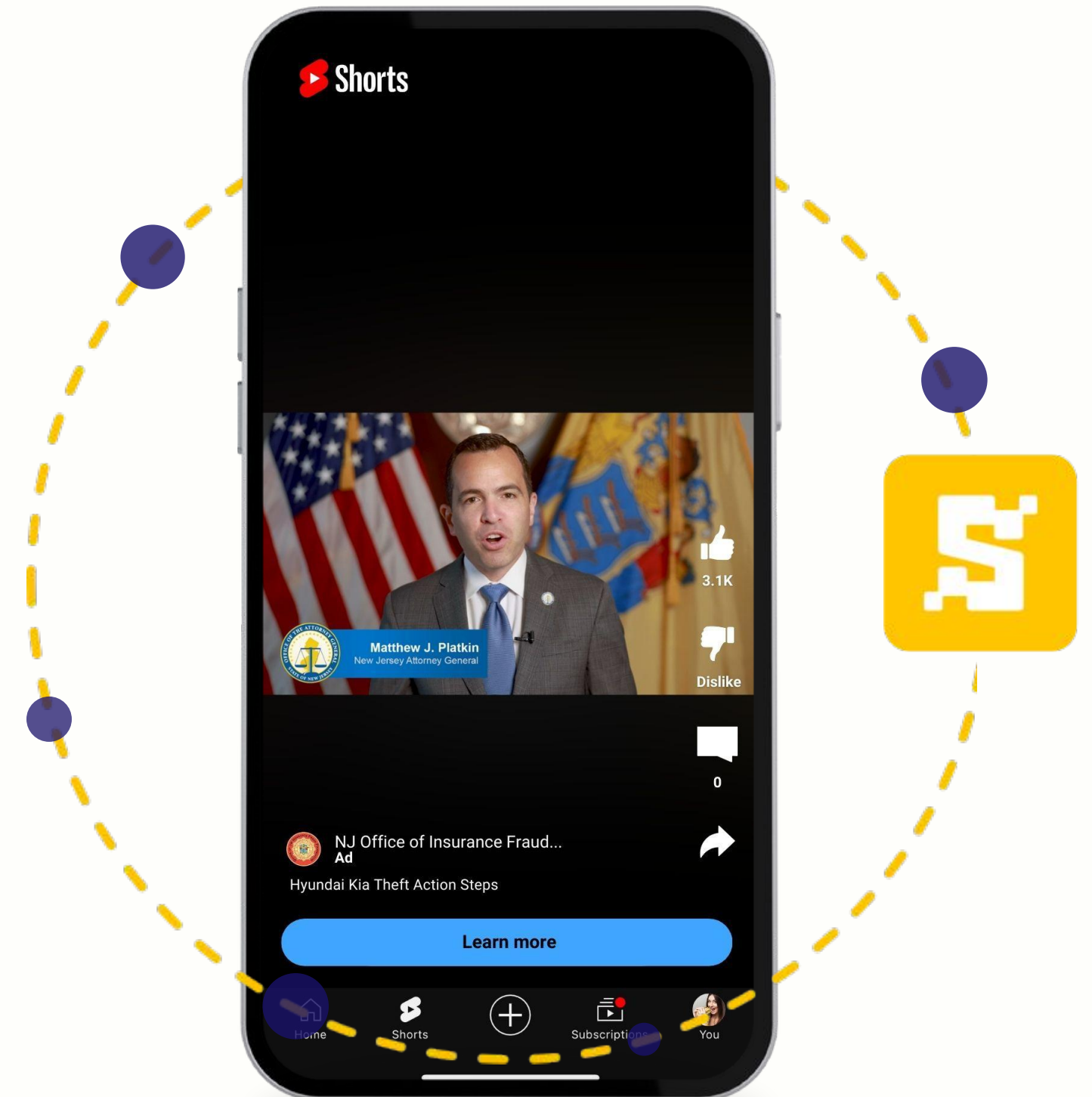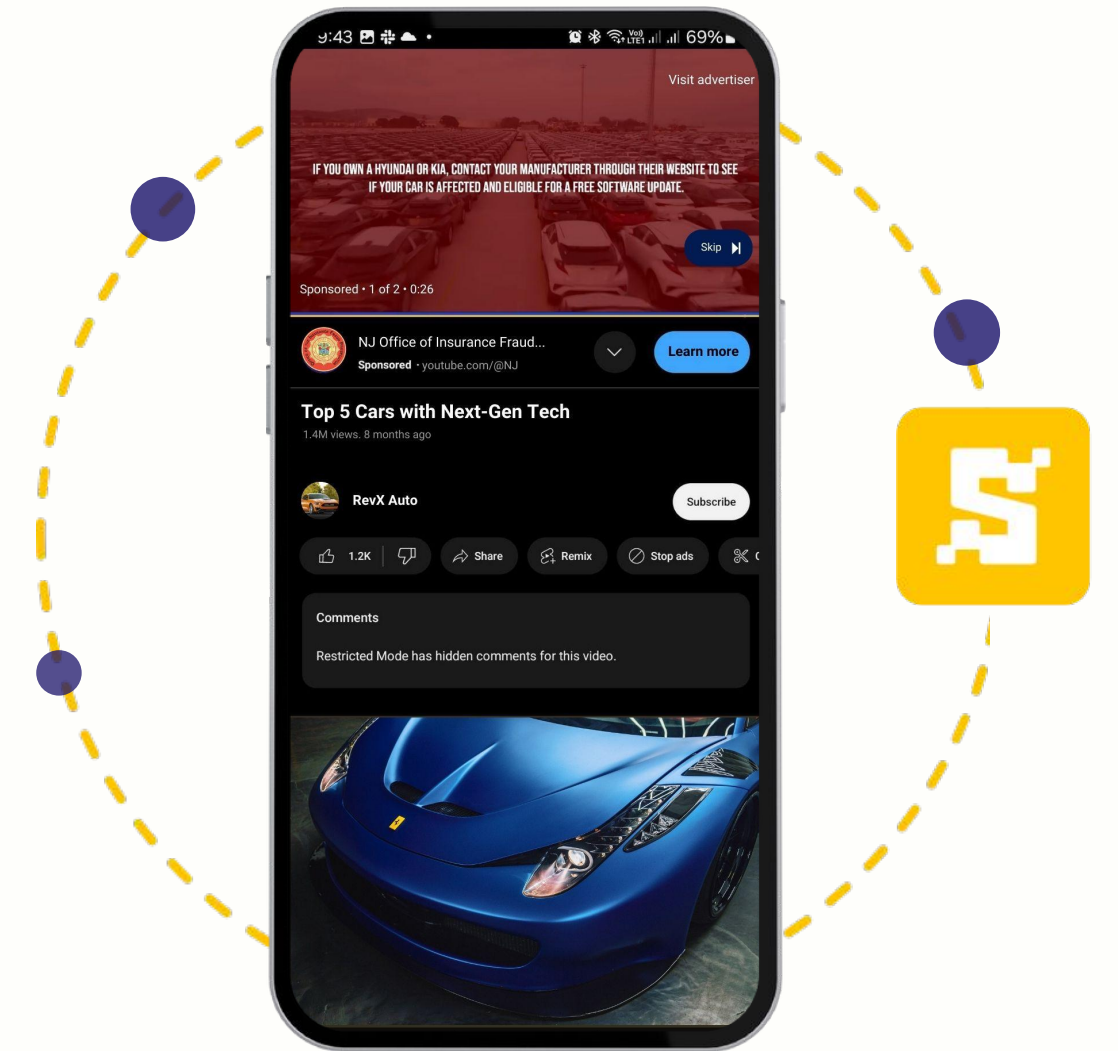
Campaign outcome

33.3% CPV Efficiency

Actual CPLC $0.016 vs.
Guaranteed cost $0.024

145% Achieved Campaign Views

Actual Views 1,212,746 vs.
Guaranteed views 833,333

50%

of the budget saved through campaign optimizations

Daily campaign optimization ad resulted in budget savings, maximizing reach while maintaining cost efficiency

63%

View Rate, high retention, and engagement

Precise audience targeting proves strong engagement and audience retention across targeted specific car brand owners.

53%

Views Served on Connected TV

Maximizing visibility on larger screens where audiences were more engaged and less likely to skip, driving stronger awareness and message retention.

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Strike solutions

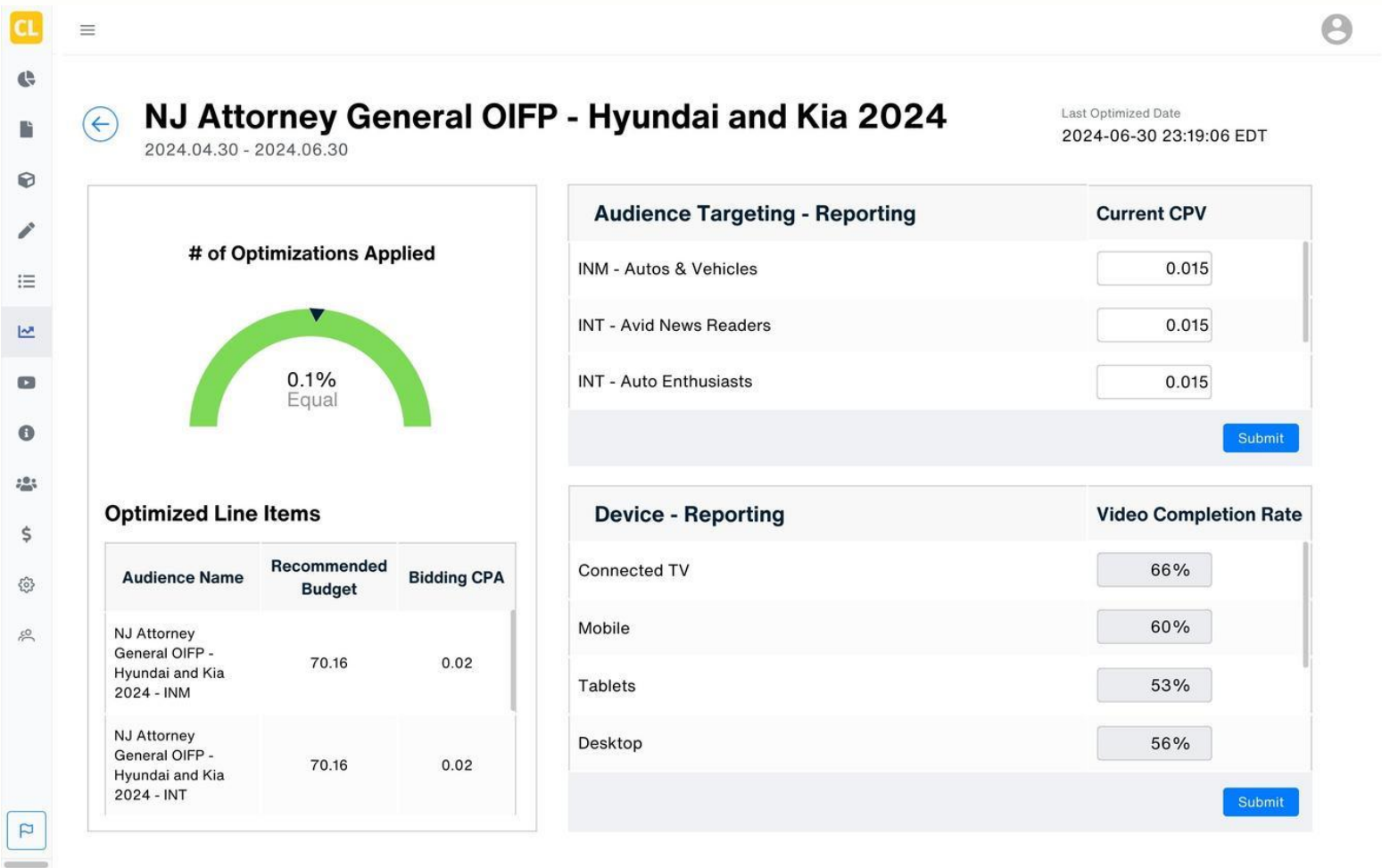## Brand Lift Study for Optimized Engagement

The campaign leveraged a Brand Lift Study to measure the effectiveness of its messaging. The study revealed that their 15-second YouTube creative significantly outperformed other creatives in engagement and recall, achieving a 98% hook rate and a 63% view rate.

Real-Time Campaign Optimization

By continuously analyzing audience behavior, the team identified the highest-performing keywords, placements, and demographic segments, ensuring that ad spend was focused on New Jersey Hyundai and Kia owners most at risk of auto theft. This approach contributed to 33.3% CPV efficiency savings, lowering costs while maximizing ad reach and relevance.

Geo-Targeted Advertising for Maximum Local Awareness

A hyper-local approach was critical to deliver the campaign's message specifically to the community of New Jersey. This strategy enveloped the success of the campaign by delivering over 145% of the guaranteed views but also driving audiences to the website to provide more safety updates and theft prevention solutions.

NJ Attorney General OIFP - Hyundai and Kia 2024
2024.04.30 - 2024.06.30
Last Optimized Date 2024-06-30 23:19:06 EDT

# of Optimizations Applied
0.1% Equal

Audience Targeting - Reporting	Current CPV
INM - Autos & Vehicles	0.015
INT - Avid News Readers	0.015
INT - Auto Enthusiasts	0.015

Submit

Optimized Line Items

Audience Name	Recommended Budget	Bidding CPA
NJ Attorney General OIFP - Hyundai and Kia 2024 - INM	70.16	0.02
NJ Attorney General OIFP - Hyundai and Kia 2024 - INT	70.16	0.02

Device - Reporting	Video Completion Rate
Connected TV	66%
Mobile	60%
Tablets	53%
Desktop	56%

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