

The State of CTV Advertising in Automotive.

Car buying has changed. Shoppers start online, inventory is unpredictable, and TV attention has moved to streaming. This report covers the trends reshaping dealer marketing and how CTV answers them.

01 Unpredictable inventory

Supply chains, strikes, and shifting demand mean marketers must adapt strategy on a dime and retarget by what is actually on the lot.

02 A digital sales journey

81% of shoppers say online activities improved the buying experience. Most consideration now happens on connected devices.

03 Inflation and rates

Price-conscious buyers respond to current deals, low-price inventory, and messaging about efficiency and cost of ownership.

04 Pent-up demand

21% of shoppers have been planning a purchase for over a year. Longer journeys demand full-funnel nurture across devices.

05 EV growth

Millions of EVs and hybrids are on US roads. Conquest campaigns can target competitor shoppers and green-minded segments directly.

Streaming is the new dealership TV buy.

Local TV has always been part of the automotive mix. As households cut the cord, that reach now lives across streaming services, live sports, and free ad-supported TV.

HVOD

Hybrid video on demand blends on-demand libraries with scheduled and live programming, including news and sports.

FAST

Free ad-supported streaming TV monetizes with ad breaks instead of subscriptions, a booming source of premium reach.

WHAT THE SHIFT UNLOCKS FOR DEALERS

- Pinpoint in-market buyers instead of paying for everyone watching the evening news.
- Nurture prospects across every device in the household.
- Update creative as inventory changes, automatically.
- Optimize campaigns in real time on live reporting.

Five ways CTV moves metal.

01 Hypertargeting with personalized messaging

Identify the finite set of in-market buyers, segment by lifestyle, and match creative: spacious SUVs to new parents, sedans to commuters.

02 Clickable omnichannel campaigns

Follow exposed viewers to their phones and laptops with clickable ads as they move down the funnel.

03 Lower cost of entry

Inventory is bought per viewer reached, which puts TV within reach of independent lots, not just big dealer groups.

04 Dynamic creative

Insert live inventory from your site as an overlay on evergreen spots. A thousand EVs arrive, the ads update themselves.

05 Measurement and attribution

See who visited the site, submitted a form, or walked into the showroom after exposure.

PLATFORM TEST

An auto dealer adding omnichannel retargeting saw a 200% increase in conversions vs CTV alone.

Results from campaigns delivered through the Judi Media programmatic platform. Advertisers anonymized.

Dealers already winning on streaming.

RURAL IMPORT DEALER · AWARENESS + SITE TRAFFIC

CTV awareness ads combined with cross-device display retargeting linked brand campaigns to tracked online actions.

WEBSITE VISITORS

+250%

ADDITIONAL VISITS

+1,788

attributed to the campaign

FAMILY-OWNED DOMESTIC DEALER · CTV + SEARCH + SOCIAL

First-party purchase data layered with in-market intenders and competitor-lot visitors from the preceding 30 days tied digital channels into one journey.

WEB CONVERSIONS

45,771

IN-PERSON VISITS

3,769

verified foot traffic

BEST PRACTICES

- Tailor messaging to buyer segments and funnel stages.
- Refresh creative monthly with current offers, not one evergreen spot.
- Test and optimize on real-time data, or partner with a team that does it for you.

Results from campaigns delivered through the Judi Media programmatic platform. Advertisers anonymized.

TALK IT THROUGH

Ready to hand over the keys?

CTV delivers the flexibility and trackability the automotive market demands. We build the audience, run the flight, and tie every dollar to showroom outcomes.

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