

LEADING AUTOMOTIVE MANUFACTURER TRUSTS BIDTELLECT WITH VIDEO ADVERTISING

Leading automobile manufacturer turned to Bidtellect's platform for its video capabilities and surpassed its goal of 70% Video Completion Rate

GOALS

Automotive brand's videos advertised its latest impressive Driver Attention Alert (DAA) System. They sought a Video Completion Rate of 70% and targeted across 14 Canadian provinces.

SOLUTIONS & TACTICS

Initial roadblocks included determining proper pacing in Canada's French-speaking territories, but Bidtellect shifted budget to top-performing locations and scaled accordingly.

RESULTS

Bidtellect surpassed goals:

At :6 seconds

89.79%

Video Completion Rate

At :15 seconds

89.79%

Video Completion Rate

At :30 seconds

70.59%

Video Completion Rate

