



# CASE STUDY

## VIDEO SUCCESS: ELECTRIC VEHICLE CAMPAIGN SURPASSES VCR GOALS BY 33% WITH BIDTELLECT

A multinational automotive manufacturer turned to Bidtellect’s video capabilities to reach potential buyers with their growing lineup of electrified vehicles.

Communications  
Supervisor,  
**Saatchi & Saatchi**

“Bidtellect has always shown our agency and client the best customer service. From the dedication to our business, striving for excellent performance, and detailed reporting, we have confidence that Bidtellect will execute our vision and adapt as we learn about our campaigns. Bidtellect’s native [and non-native] products have served our KPIs well by delivering beneficial optimization strategies in a timely manner. We look forward to continuing our partnership with Bidtellect.”

### Goals

60% VCR  
[Video Completion Rate]

### Solutions & Tactics:

Bidtellect utilized a holistic approach to targeting, combining contextual and behavioral tactics, as well as in-market/affinity segments and real-time moment triggers. The team targeted the ages of 25-54 and skewed towards Urban and Suburban Communities, specifically looking to reach qualified “Leading Edge Advocators,” “Electric Vehicle Intenders,” and “Latent Intenders.” Essentially, varying degrees of those already interested and aware of electric vehicle purchasing.

### Results

Bidtellect’s Branded and Outstream Video drove VCRs well above benchmark, with the strongest VCR achieved from Branded Video at 85%.



**80% VCR**  
Surpassed 60% goal