



# CASE STUDY YAMAHA MOTORSPORTS

## CAMPAIGN OBJECTIVE

Target precise audiences, increase conversions, and reduce cost per conversion

Yamaha’s agency approached Cadent with the challenge of reaching audiences in market for a motorcycle. The goal was to efficiently drive audiences to the “contact a dealership” form on their website within the attribution window.

## SOLUTION IMPLEMENTED

Audience building and activation, web conversion collection, and optimization

- Leveraging Aperture Platform, Cadent accessed leading third-party data to identify, build, and activate the client’s high-value audience segments. The segments included individuals highly likely and likely to buy a motorcycle, motorcycle enthusiasts, and owners of Japanese imported motorcycles.
- Activating the campaign through Aperture DSP and using Aperture Viewer Graph, Cadent successfully delivered the brand’s campaign across premium digital supply, from direct publisher connections, to consumers likely to convert.
- Additionally, the Cadent Aperture pixel was strategically placed on the Yamaha website to capture valuable consumer touchpoint data from relevant web pages, such as model specific landing pages, find a dealer requests, and the primary conversion: contact a dealer. This data allowed Cadent to attribute qualified conversions to ad exposures through our in-house attribution solution and optimize in real-time to enhance performance efficiency. Data was collected throughout campaign flight and a post campaign attribution window of 30 days.

## RESULTS ACHIEVED

**The Yamaha digital campaign was a great success.**

**44% Increase**

in conversion volume week-over-week.

**48% Increase**

in conversion volume after the 30-day post campaign attribution window.

**80% Increase**

in efficiency during the measurement time-period by optimizing the campaign throughout the flight.

To learn more about how Cadent can help you with a data-driven TV campaign, contact a Cadent sales representative or visit us at [Cadent.tv](https://www.cadent.tv).