

# KIA Dealership

## South - Texas

### CAMPAIGN DETAILS

We helped this Texas KIA Dealership through a five months of Streaming OTT/CTV from August to December 2023.

### STRATEGY

Campaign Spend in Q3 2023 by Month:

- October 2023 = \$1,499.83
- November 2023 = \$1,500.36
- December 2023 = \$1,500.14

### RESULTS

With a total campaign budget of \$7,500 across a five month campaign timeline, we helped this Texas KIA dealership generate 181 total dealership arrivals at \$44.43 total cost per arrival.

