



## Advertiser Vertical Report Car Manufacturers

March 2018 · United States · Desktop Data

## This Advertiser Vertical Report covers two of Car Manufacturers and includes data from February to March 2018



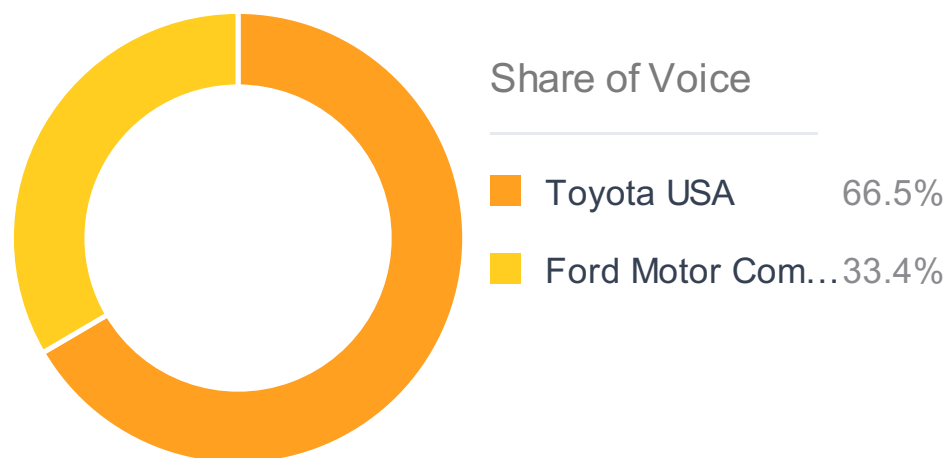
**Toyota USA** was first in Ad Spend with a total of \$1.4M when compared with **Ford Motor Company** over the last 90 days.



When it comes to Share of Voice, **Ford Motor Company** came in second for March - a change of 9.2% over February

## Share Of Voice

Summary | March



**Toyota USA** was the Share of Voice leading publisher for the month of March - distancing themselves from **Ford Motor Company** with a larger volume of impressions

- **Toyota USA** is in the first position with 66.5% in March. This is a 9.1% decrease from February
- **Ford Motor Company** is in the second position with 33.4% in March. This is a 9.2% improvement from February

## SOV Trend Analysis

February

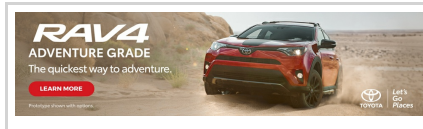


March



	February	March	Change
■ Toyota USA	75.7%	66.5%	-9.1%
■ Ford Motor Com...	24.2%	33.4%	9.2%

## Toyota USA Top Ads



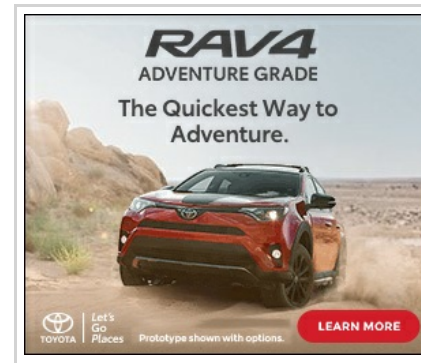
Ad Size: 970x250  
 Ad Spend: \$69,680  
 Seen from: 2017-11-09 to 2018-03-31  
 Top Networks: Direct Buy, Google, Other



Ad Size: 300x250  
 Ad Spend: \$51,432  
 Seen from: 2017-11-09 to 2018-04-06  
 Top Networks: Direct Buy, Google, Turn, Other



Ad Size: 300x250  
 Ad Spend: \$51,800  
 Seen from: 2017-11-09 to 2018-04-07  
 Top Networks: Direct Buy, Google, Turn, Other

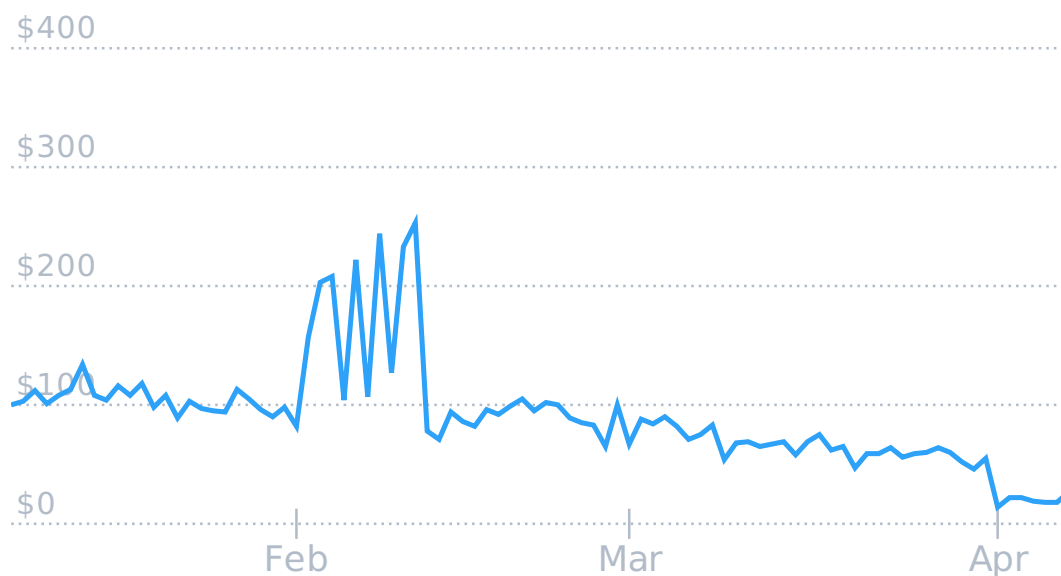


Ad Size: 300x250  
 Ad Spend: \$48,280  
 Seen from: 2017-11-09 to 2018-03-30  
 Top Networks: Direct Buy, Google, Turn, Other



## Toyota USA Creative Analysis

### Toyota USA Creative Volume



- Toyota USA focused the majority of its budget on Image and HTML5 ads. The ad size they favored the most was 300x250 with an estimated spend of \$12.1M.
- Toyota USA uses the following keywords/phrases in their ad copy: elue, metall, toyota, corolla, praces, metallic, vary, prototype, sense, overdrive

#### Ad Types

Image	\$12.1M
HTML5	\$8.8M
Text	\$120.7K
Text/Image	\$52.1K
Video	\$668.0

#### Ad Sizes

300x250	\$12.1M
300x600	\$3.7M
Other	\$2.7M
728x90	\$2.3M
160x600	\$158.6K



# Toyota USA Publisher Analysis

## Toyota USA Publisher Reach



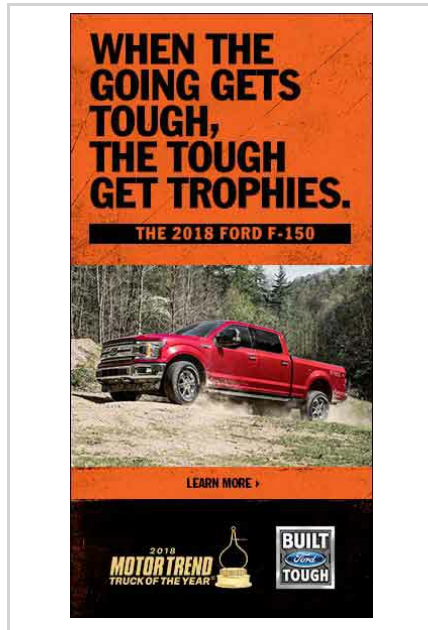
Toyota USA increased their reach from February to March for an overall change of 32.5%

## Top Publishers

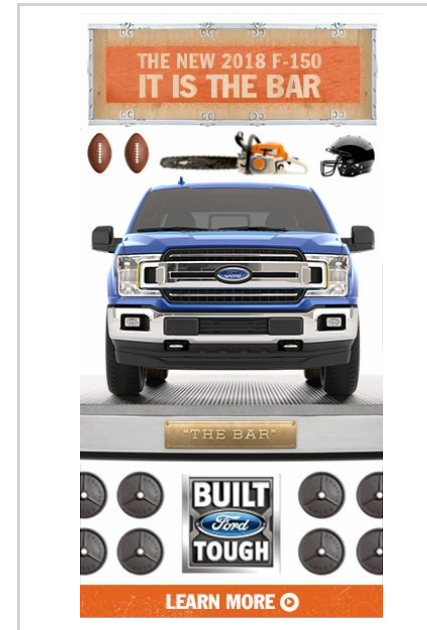
1. [weather.com](http://weather.com) \$501.1K
2. [espn.com](http://espn.com) \$130.3K
3. [indiatimes.com](http://indiatimes.com) \$129.1K
4. [huffingtonpost.com](http://huffingtonpost.com) \$105.4K
5. [nationalgeographic.com](http://nationalgeographic.com) \$69K

[weather.com](http://weather.com) is the top publisher for Toyota USA with an estimated ad spend of \$501.1K. [espn.com](http://espn.com) and [indiatimes.com](http://indiatimes.com) secured the second and third place spots.

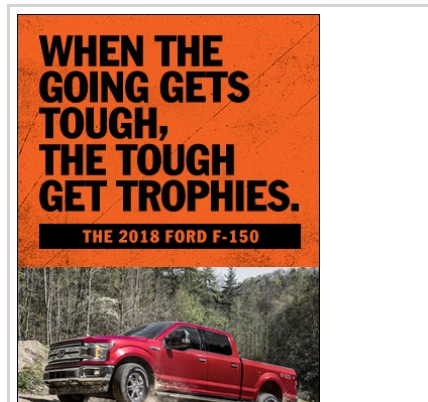
## Ford Motor Company Top Ads



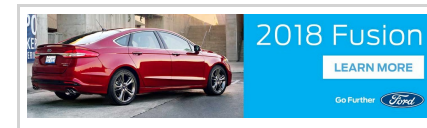
Ad Size: 300x600  
 Ad Spend: \$129.9K  
 Seen from: 2018-02-13 to 2018-03-31  
 Top Networks: Direct Buy



Ad Size: 300x600  
 Ad Spend: \$92,080  
 Seen from: 2018-01-01 to 2018-02-12  
 Top Networks: Direct Buy



Ad Size: 300x600  
 Ad Spend: \$43,672  
 Seen from: 2018-02-12 to 2018-03-31  
 Top Networks: Other



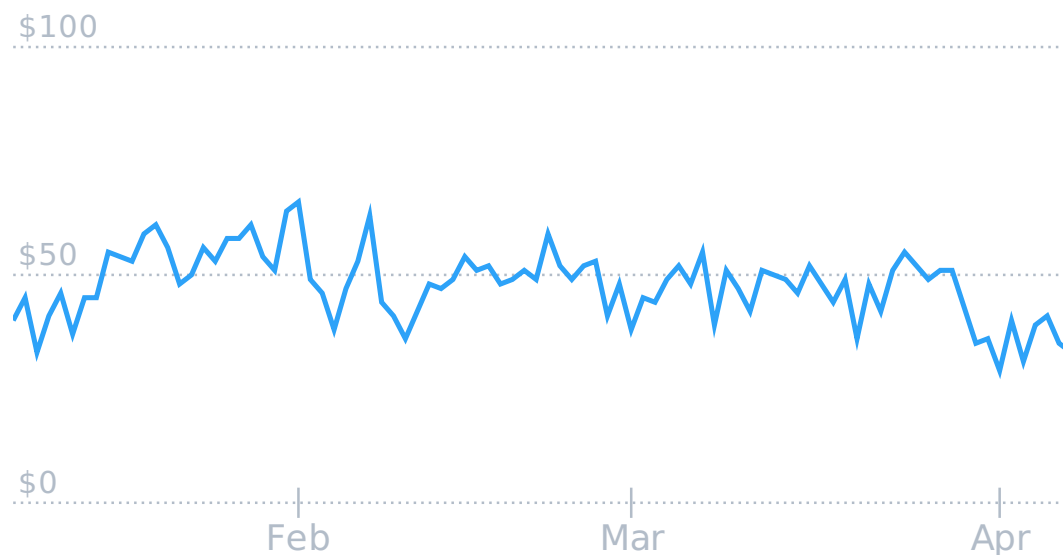
Ad Size: 970x250  
 Ad Spend: \$35,160  
 Seen from: 2017-10-10 to 2018-03-27  
 Top Networks: Direct Buy, Google, AppNexus, MediaMath





## Ford Motor Company Creative Analysis

### Ford Motor Company Creative Volume



- Ford Motor Company focused the majority of its budget on Image and HTML5 ads. The ad size they favored the most was 300x250 with an estimated spend of \$2.2M.
- Ford Motor Company uses the following keywords/phrases in their ad copy: unstoppable, tough, offensive, quarterback, ford, mufti, further, insist, explorer, inane

#### Ad Types

Image	\$3.1M
HTML5	\$2.0M
Text	\$121.9K
Text/Image	\$115.3K
Video	\$321.0

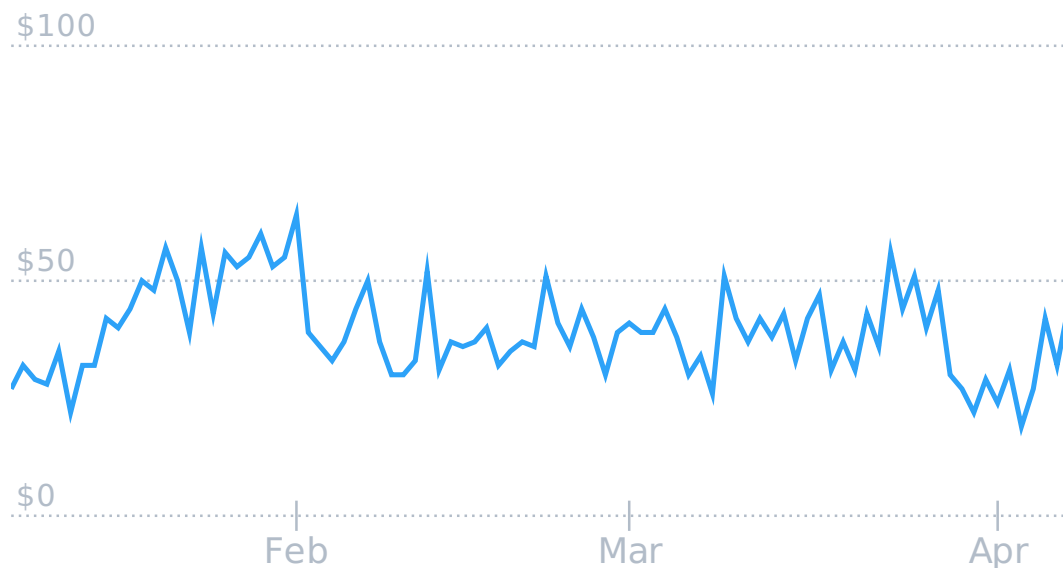
#### Ad Sizes

300x250	\$2.2M
300x600	\$1.1M
728x90	\$1.0M
Other	\$812.6K
160x600	\$83.8K



## Ford Motor Company Publisher Analysis

### Ford Motor Company Publisher Reach



Ford Motor Company increased their reach from February to March for an overall change of -0.8%

### Top Publishers

1. [nfl.com](#) \$392.5K
2. [hiphopmyway.com](#) \$33.2K
3. [espn.com](#) \$30.8K
4. [stupiddope.com](#) \$25.6K
5. [motortrend.com](#) \$15.8K

[nfl.com](#) is the top publisher for Ford Motor Company with an estimated ad spend of \$392.5K. [hiphopmyway.com](#) and [espn.com](#) secured the second and third place spots.



## Share of Voice

[Toyota USA](#) had the majority Share of Voice in March, ahead of both [Ford Motor Company](#) and . [Toyota USA's](#) position in the lead is an overall decrease over their SOV in February.

## Publisher Trends

[Toyota USA](#) was seen advertising on the most publishers in March. For the previous month of February, the leader was also [Toyota USA](#).

## Creative Trends

In March, [Toyota USA](#) spent an estimated \$399.2K across 65 unique creatives. This represents a spend decrease of \$300.4K or 48.4% when compared to February. As for unique creatives, we saw [Toyota USA](#) test 46.7% less unique creatives in March than they did previously in February.

We also saw [Ford Motor Company](#) decrease its ad spend by 19% to an estimated \$200.7K from February to March.

Google