



Sizmek drives new tune-ins  
and 100% increased brand  
lift for INDYCAR

**GOAL**

Increase TV  
tune-in and  
brand awareness

INDYCAR is the sanctioning body for Championship Auto Racing in the United States. The organization was looking for a digital means to increase TV tune-in and ratings to INDYCAR races on TV. It also sought to drive brand awareness and loyalty from both segmented Nielsen PRIZM audiences and new audiences.

The challenge was to connect TV ratings to online exposure and measure how online presence contributed to campaign results.

INDYCAR turned to Sizmek to help build its overall audience and drive viewership for its race broadcasts on ABC and NBCSN during the 2014 Verizon INDYCAR Series season.

Sizmek's results were tracked by Nielsen Watch Effect, which measures the impact of digital advertising on TV viewing. Nielsen provided perspective on how well digital advertising complements existing TV promotion budgets in order to maximize viewership in a cross-screen world. Analysis is based on all PC and TV viewership by a panel of 25,000 individuals. As the campaign progressed, Sizmek's audience learning enhanced its audience targeting approach.

**SOLUTION**

Sizmek digital  
campaigns  
measured  
by Nielsen

The Sizmek campaign delivered significant improvements in a number of KPIs, including:

- Sizmek extended the campaign promos beyond TV's reach, as 98.5% of the digital audience had not seen a TV promo.
- People exposed to the Sizmek digital campaign were 21% more likely to watch INDYCAR races during the 2014 season and watched more race time throughout the season.
- Sizmek focused on INDYCAR's strategic "Victory Circle" target audience and drove a 100% lift in tune-in for that group.

## RESULTS

100% lift in  
tune-in for  
strategic  
viewers

"INDYCAR experienced a substantial step forward across many of its marketing and communications platforms. Our 'Rivals' campaign was a successful first step in the evolution of the INDYCAR brand, and it clearly resonated with a passionate Verizon INDYCAR Series audience. Sizmek was instrumental in that campaign and allowed us to engage our target audience throughout its duration."

**C.J. O'DONNELL,**  
CMO INDYCAR AND INDIANAPOLIS MOTOR SPEEDWAY

### About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients' media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

**To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at [go.sizmek.com/contact](https://go.sizmek.com/contact).**