

Case Study: Impact of Model Specific Streaming Campaigns

Toyota of Ann Arbor boosted Truck sales by over 40% and increased Reach by 215% in Q2 2025 Streaming Campaigns by using Targeted Audience Expansion.



TOYOTA of Ann Arbor

Toyota Dealer in Ann Arbor, MI

www.toyotaofannarbor.com

Client Name: Toyota of Ann Arbor



"I think Strong does a number of things really well for us...the all-in-one approach where we can merge traditional [Media] with digital. We meet frequently to know what our current and upcoming strategy is. You're going to get a very professional, consistent approach that you're all going to be proud of at the end."

~Mike Spiegl, Dealer Principle, Toyota of Ann Arbor

The Challenge

Toyota of Ann Arbor had excess Tundra and Tacoma inventory. While its Amazon Prime Video campaign performed well broadly, it lacked the precision to drive truck sales. The dealership needed a strategy to boost truck interest without disrupting overall results.

The Approach

We layered "Trucks" Interest- and Keyword Search-based audience segments onto the general Amazon Prime Video campaign. This included Streaming TV, Display, and Online Video.

The Results

Truck sales jumped 40% and Household Reach tripled after layering Truck intender targeting and refreshed creative into the existing Streaming campaigns. These gains were achieved without cannibalizing the effectiveness of the general campaign, which continued to drive results across the broader Toyota lineup.

40%

Increase in
Truck Sales

68%

Boost in
Total Exposures

Primary Marketing Objective

Increase Tundra and Tacoma Sales

Featured Product Area

Streaming Media Advertising

