

# Automotive Ad Engagement Benchmark Study

CTV & Display Insights 2025



Festive season in India isn't just about lights and celebration, it's when emotions run high, wallets open up, and buying intent peaks. For automotive brands, it's the perfect moment to move beyond visibility and drive real action.

In this benchmark study, VDO.AI uncovers how CTV and Display emerged as the go-to digital formats during the 2024 festive period. From record-breaking vehicle sales to format-level performance and regional spikes, the report dives into how brands used immersive storytelling, smart placements, and creative agility to turn festive energy into measurable impact.



## Why Diwali Is The Biggest Ignition Point for Auto Sales



**42.88  
Lakh**

Overall, Automobile retail sales during the 2024 festive period, marked an 11.76% YoY increase

**14%** Jump in Two-wheeler sales while passenger vehicle sales grew 7%



**49%** Growth in demand of SUVs and 46% growth in Sedans

# Auto Brands are Taking Action with the Right Channels

## Connected TV: Immersive Storytelling That Converts

CTV gives auto brands the space to tell richer, more immersive stories on the biggest screen in the home. With high viewability and zero scroll-past distractions, it's ideal for showcasing features, festive offers, and brand emotion in full-screen video.

What makes CTV even more powerful is its ability to combine premium attention with precision targeting. From affinity-based segments (like travel lovers or tech enthusiasts) to location-triggered overlays (like charging stations or AQI data), CTV moves beyond branding into measurable engagement.

### Video Completion Rate

VDO.AI

**92.7%**

Industry Benchmark

**90%**

## Display: High-Frequency Visibility That Drives Discovery

Display works as a high-frequency touchpoint during a buyer's research journey. From auto comparison pages to regional news sites, it keeps the brand top-of-mind during moments that matter, especially when layered with contextual cues like offers, locations, or real-time conditions.

With strong click-through performance and wide reach, Display helps brands capture attention early and often. When paired with smart, creative formats, like storytelling formats or scroll-stopping visuals, Display becomes a discovery engine built for scale.

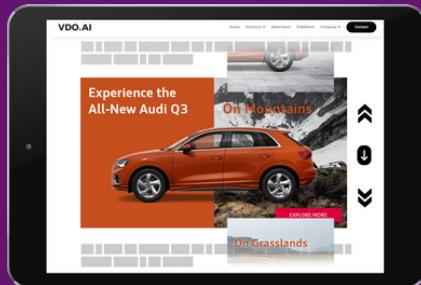
### Click Through-Rate

VDO.AI

Industry Benchmark

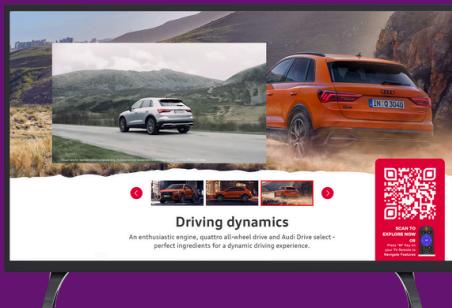
**0.75%****0.40%**

## Most Loved Formats By Brands That Drove the Festive Funnel



### In-Scroll Display

(Click Here for Working Mock)



### Remote-Enabled Carousel

(Click Here for Working Mock)



### DCO and Geo Location Based

(Click Here for Working Mock)

## Summing Up

The festive season reaffirmed its position as a peak moment for automotive advertising, with consumers actively exploring, comparing, and purchasing across platforms.

Brands that succeeded didn't just show up; they showed up smart. They aligned their messaging with regional cues, timed their campaigns to shopping surges, and adopted formats that matched user intent across the funnel.

The real differentiator? A willingness to move fast, experiment boldly, and embrace format agility, turning festive potential into performance.

## Methodology

The insights and performance metrics in this report were derived from VDO.AI's proprietary real-time analytics dashboard. Data was aggregated and analysed across multiple auto campaigns, capturing metrics like video completion rates (VCR), click-through rates (CTR), engagement, and regional impact signals.

## Timeline of Study

This study was conducted over a 4-month festive window (from September to December 2024), coinciding with India's peak vehicle shopping period.

More than 200 auto campaigns across CTV and Display were examined, spanning passenger vehicles, two-wheelers, and EV segments, to uncover the formats and signals that delivered the highest attention and action.