

First-Ever Tier 3 Digital Enterprise Campaign for 2026 QX80 & QX60

INFINITI 'AUDIENCE-FIRST' CTV CAMPAIGNS

INFINITI is launching its first-ever T3 Digital Marketing campaign, and now, retailers have the opportunity to be part of it. This enterprise-level initiative gives retailers access to premium Connected TV (CTV) inventory, allowing you to run localized, retailer-branded video ads. By participating, you'll leverage INFINITI's S&P-targeted audience segments to reach highly targeted, high-intent shoppers and drive more qualified traffic to your store. It's a powerful way to amplify your visibility and maximize your advertising investment.

[WATCH OVERVIEW VIDEO >](#)

2026 INFINITI QX60 – CUSTOM AUDIENCE SEGMENTS



Affluent Suburban
Families

[WATCH VIDEO EXAMPLE >](#)



Professional Women/
Single Parents

[WATCH VIDEO EXAMPLE >](#)



Mutigenerational
Households/Cultural Buyers

[WATCH VIDEO EXAMPLE >](#)

INFINITI retailers who live in cold weather regions will have newly custom snow footage for their Nov/Dec campaigns.

WHY USE CTV VIDEO TO DRIVE ENGAGEMENT?

- CTV is the fastest-growing ad format in the U.S. with consumers spending 2 hours and 26 minutes daily
- Video creates demand!
- Video is the #1 advertising format to influence consideration
- Drives further actions and improve search lift
- Creates emotion and message recall
- Video dominates attention where consumers consume media



THE COLLECTIVE POWER OF 3 INDUSTRY LEADERS

J.D. POWER
UNITYWORKS

CONTENT

& CAMPAIGN MANAGEMENT

The leader in video marketing for the retail automotive industry and a J.D. Power brand since 2019. Created and served over 100,000 dealer-customized ad units in 2024 supporting 20+ brands across digital, social, short-form and CTV media platforms. Industry trailblazer in dynamic video advertising and personalized video experiences at massive scale.

 **theTradeDesk®**

DELIVERY

Specializes in real-time programmatic marketing automation technologies, products and services, designed to personalize digital content delivery to users. Enabling highly personalized consumer experiences, programmatic marketing is operated by real-time, split-second decisions based on user identity, device information and other data points.

Polk

S&P Global
Mobility

DATA

A trusted leader of automotive intelligence with over 100 years of history. Providing the most comprehensive data spanning the entire automotive lifecycle—past, present and future. Polk S&P Global Mobility is the industry benchmark for clients around the world, helping them make informed decisions to capitalize on opportunity and avoid risk.

ADVERTISING BEYOND THE “WALLED GARDENS”

A **“walled garden”** is a closed ecosystem where the platform controls user data, content and advertising, limiting access to external platforms or systems. These platforms offer vast audience reach but restrict data sharing outside their ecosystem, requiring marketers to work within their rules and interfaces.

WALLED GARDEN MEDIA PLATFORMS



The **“open internet”** refers to the vast, unrestricted network of websites and online platforms accessible to everyone that is not a closed ecosystem controlled by a single company. CTV streaming services from The Trade Desk offer dealers unparalleled targeting precision, broader audience reach and higher engagement rates compared with traditional advertising methods.



INFINITI

Through The Trade Desk, dealers can advertise across premium publishers on the open internet.

Consumers are engaging with large volumes of content beyond search and social. **The Trade Desk** offers access to leading streaming services with unparalleled targeting precision, broader audience reach and higher engagement rates compared with traditional advertising methods. Due to long-lasting relationships with top networks and content providers, dealers have access to one of the largest-scaled CTV inventory marketplaces in the industry.

Polk S&P Global Mobility permissible marketing audience data helps identify in-market prospects and is provided to The Trade Desk for enhanced targeting.

LIVE SPORTS

The Trade Desk's Live Sports package allows dealers to reach in-market car shoppers with targeted, data-driven video ads during live sports streaming – ensuring their message reaches the right audience rather than relying on broad, less measurable local broadcast buys. This maximizes ad efficiency by leveraging first-party data, advanced audience targeting and cross-device reach.



First to access
PMP inventory



First to access
linear inventory



First to access
to the World Cup



First to access



First to access
Set-Top-Box inventory



First to access



First time running always
on political deals



First to access to live sports



ACCESS TO



ACROSS PREMIUM PARTNERS



INFINITI 'AUDIENCE-FIRST' CTV CAMPAIGNS

PACKAGES

Custom Audience Content &
Campaign Management:
CTV + Special Live Sports
Add-Ons

Choose either
QX60 or QX80

GOOD
\$3,500/mo

BETTER
\$5,000/mo

BEST
\$6,500/mo

Premium CTV Inventory

X

X

X

**EXCLUSIVE INFINITI PERMISSIBLE MARKETING AUDIENCES
(POLK S&P GLOBAL MOBILITY INCLUDED)**

* All Packages Include 3+ Custom Audience
Ad Units

X

X

X

**ADD-ON: Live Sports +\$3,000 –
\$10,000, based on DMA size**

X

X

ENROLL NOW >



LEARN MORE!
CONTACT INFINITI@JDPA.COM