Case study: automotive

STARHUB HOPPR

How Xpeng's G6 launch proved that CTV primes digital: 2.6 times the click-through among households who saw the ad on the big screen.

Xpeng's Singapore team launched the G6 on StarHub Total TV, powered by Hoppr, with non-skip mid-rolls inside live TV at a guaranteed household frequency. Rather than assume the TV worked, they tested it: when StarHub followed up with the same showroom offer by WhatsApp, households that had seen the CTV ad clicked 2.6 times as often as a control group that had not. The big screen did not just build awareness. It made the digital activation work, and Xpeng had the numbers to prove it.

2.6×

the click-through on the digital follow-up among CTV-exposed households: 8.76% against 3.4%

87%

view-through rate on non-skip CTV mid-rolls, three times the 30% YouTube benchmark

942,591

households reached, 3.7 million individuals, capped at seven exposures each

The brief

A new electric SUV, a crowded market, and a digital follow-up that needed TV to land.

The brand

Xpeng is a Chinese electric vehicle maker expanding across Asia. The G6, its all-wheel-drive electric SUV, was launching in Singapore with showroom test drives as the conversion goal. The Singapore team came to the launch with a clear view: attention first, then proof that it moved people.

Their problem

Automotive launches need mass awareness and a measurable path to the showroom. Digital activation on its own is cheap to send but easy to ignore: a message from a brand the household has no feeling for gets a low response. Online video adds reach but little attention, with view-through rates around 30% on YouTube and lower on social.

Xpeng wanted both: premium, non-skippable attention on the big screen, and hard evidence that this attention made the digital follow-up to the same households work harder. Instead of taking the lift on faith, the team built a control group into the plan from the start.

Why StarHub Total TV

StarHub Total TV, powered by Hoppr, covers the home screen, live TV, catch-up, video on demand and streaming apps across 299,000 active devices and more than 925,000 addressable people. It is Singapore's only premium, scalable CTV inventory.

Server-side ad insertion stitches ads into the natural breaks of live TV, so they cannot be skipped and every impression lands in brand-safe, premium content.

The Hoppr platform plans and reports every impression at household level and guarantees reach and frequency. Because exposure is known per household, the effect of CTV on any later activation can be measured against a control group.





Frames from the G6 launch spot as served in StarHub live TV mid-rolls: brand film first, showroom call to action second.

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The approach

The big screen first, then a digital follow-up measured against a control group.

1

Awareness on live TV

Xpeng chose non-skip mid-rolls stitched into the natural breaks of live and catch-up TV, served to its target audience at a guaranteed cap of seven exposures per household.

2

Exposed households identified

The Hoppr platform recorded which households completed the ad and how often, so a CTV-exposed group and a non-exposed control group could be defined.

3

Follow-up, measured

StarHub Adv sent the same WhatsApp offer, celebrating Xpeng's 1,000th delivery with charging credits and a showroom link, to exposed households and to a control group, and compared the response.

Audience

Singapore households in market for a premium electric SUV, planned on the Hoppr platform and reached across 942,591 homes, about 3.7 million people, at a cap of seven exposures per household.

Creative

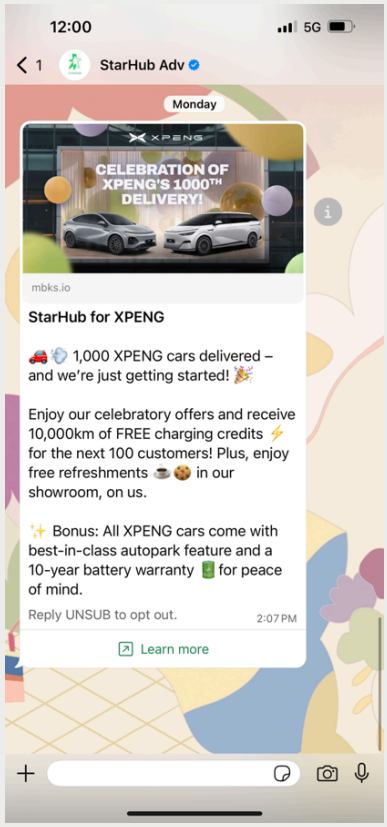
The G6 launch film ran in full as a non-skippable mid-roll, closing on a test-drive call to action. The WhatsApp message matched it and linked straight to the showroom offer.

Buying model

Guaranteed household reach and frequency on StarHub Total TV, reported in real time on the Hoppr platform. Xpeng held back a control group that got the WhatsApp message without prior TV exposure, so the effect of the sequence could be measured cleanly.

Placements

Live & Catch-up TV mid-roll on StarHub Total TV, delivered by server-side ad insertion, at a guaranteed household frequency.



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Results

CTV exposure made the digital follow-up 2.6 times more effective.

2.6×

the click-through on the follow-up message among CTV-exposed households: 8.76% against 3.4% for the control group

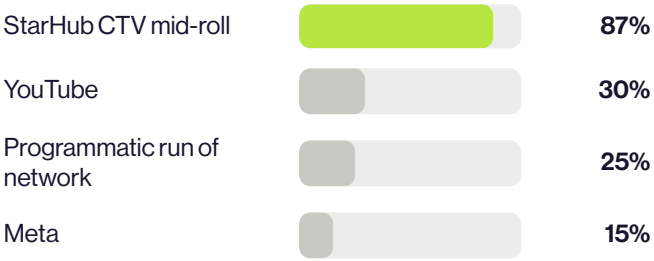
87%

view-through rate on StarHub CTV mid-rolls, proving stronger attention and message retention

1.5×

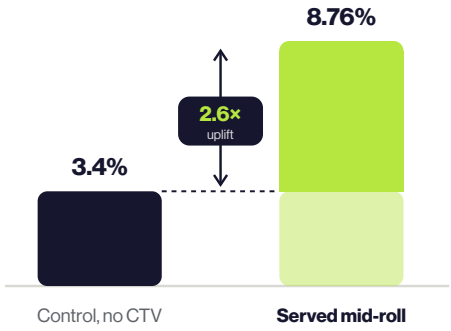
lift in mid-funnel performance from prior CTV exposure, even without explicit retargeting

View-through rate benchmarks



Average view-through rates for other publishers are shown for comparison only.

Click-through on the same follow-up message



Same message, same channel. The only difference was prior exposure on the big screen.

Key learnings

1. **CTV primes digital.** The same message performed 2.6 times better when the household had already seen the ad on the big screen. Xpeng's decision to put TV first, and to test it against a control, is what made that visible.
2. **Non-skip mid-rolls hold attention.** An 87% view-through rate against a 30% online video benchmark shows the message was watched, not scrolled past.
3. **Guaranteed frequency removes wastage.** A seven-exposure household cap delivered optimal exposure with no under- or over-delivery, all reported on the Hoppr platform.

Reach your perfect audience at their peak engagement.

Put CTV at the front of your plan and watch the rest of the funnel work harder, with every household exposure measured on the Hoppr platform.

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