

VDO.AI

Automotive Ad Engagement Benchmark Study

CTV & Display Insights 2025



Inside The
Automotive Boom

Inside India's Festive Auto Rush

The festive season in India isn't just about lights and celebrations; it's when emotions surge, aspirations rise, and buying intent hits top gear. For automotive brands, it's the ultimate ignition time to move beyond visibility and drive meaningful action.

In VDO.AI's *Automotive Ad Engagement Benchmark Study*, we uncover how CTV and Display emerged as the go-to digital formats for automotive brands during the 2025 festive period. From record-breaking vehicle sales to regional performance trends, the study dives into how auto brands leveraged immersive storytelling, contextual targeting, and creative agility to convert festive energy into measurable growth.



Festive-Season Auto Purchase Trends



*Representational image only

52.3 Lakh

Vehicles sold during the 2025 festive season, marking a 21% YoY growth, the highest-ever festive performance for India's auto industry.

22%

Rise in Two-wheeler sales and 23% jump in Passenger Vehicles reflected strong rural recovery and renewed urban momentum.



*Representational image only

57.5%

Surge in EV sales, made October 2025 one of the strongest months for India's electric passenger-vehicle segment.



*Representational image only

Auto Brands Are Hitting the Right Notes

CTV Drives the Race for Attention

Automotive advertisers are increasingly steering towards Connected TV (CTV) to fuel festive-season engagement. With its large-screen impact and distraction-free environment, CTV has become the go-to space to showcase new launches, offers, and brand storytelling in motion.

According to our research, automotive brands are witnessing a Video Completion Rate of 92.7%, exceeding the industry benchmark of 90%, demonstrating the power of immersive, high-attention storytelling on CTV. They're amplifying this impact through contextual and location-driven triggers, from weather overlays to audience affinities, making each ad experience more timely and engaging.

For automotive marketers, CTV has become the intersection of storytelling and measurable engagement, transforming awareness into intent.

Video Completion Rate

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93 %



Industry Benchmark

85%



Display Emerging as a High-Impact Discovery Channel

Display continues to play a vital role in keeping automotive brands visible throughout the festive journey. From comparison portals to regional news sites, it keeps buyers engaged across multiple touchpoints, ensuring consistent brand recall during decision-making moments.

When layered with contextual signals like festive deals, nearby dealerships, or real-time data, Display strengthens both discovery and recall. According to VDO.AI's analysis, automotive campaigns on Display recorded a Click-Through Rate of 0.75%, outperforming the industry benchmark of 0.40%.

These results reaffirm Display's position as a high-frequency engagement driver for brands during India's busiest auto season

Click Through-Rate

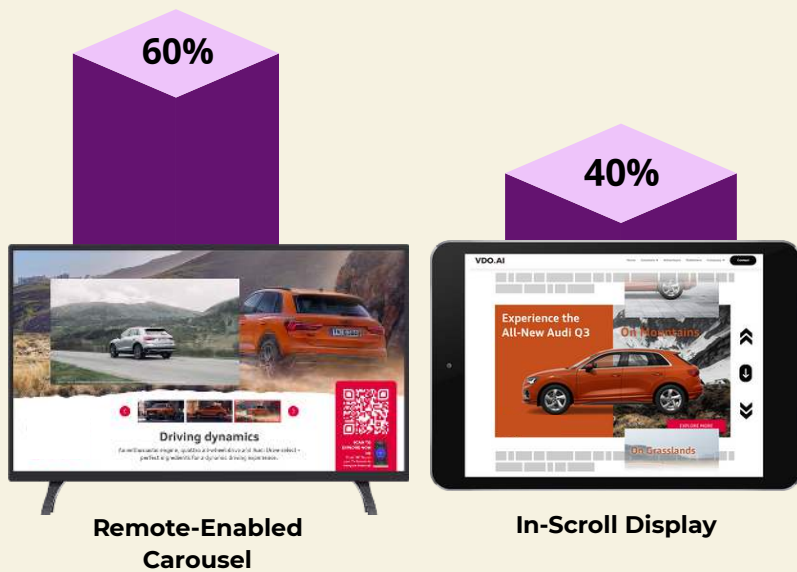
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0.5%

Industry Benchmark

0.2%

Winning Ad Formats in the Auto Industry



VDO.AI study reveals that **Remote-Enabled CTV** and **In-Scroll Display** emerged as the top-performing ad formats during the 2025 festive season. Remote-Enabled CTV dominated festive adoption with 60% of brands choosing it to deliver immersive, full-screen stories that encouraged active viewer interaction.

Meanwhile, In-Scroll Display accounted for 40% of adoption, strengthening discovery and recall through dynamic, contextually triggered creatives across comparison and news platforms.

Where Festive Auto Ads Revved the Loudest

As per the findings, Northern markets, including Delhi, Jaipur, Lucknow, and Chandigarh, recorded 78% higher ad engagement compared to Southern and Western cities such as Bengaluru, Chennai, Mumbai, and Pune.

The North saw stronger engagement with CTV-led storytelling, while the South and West recorded sharper Display CTR spikes during festive offer peaks.

Summing Up

The 2025 festive period reaffirmed itself as the biggest growth accelerator for India's automotive industry. Brands that blended contextual storytelling, regional understanding, and agile formats successfully turned festive momentum into measurable performance.

Methodology

Insights were derived from VDO.AI's proprietary analytics dashboard, analyzing 200+ automotive campaigns across CTV and Display during the September–November 2025 festive window. Metrics tracked include VCR, CTR, engagement, and regional performance across passenger vehicles, two-wheelers, and EVs.

Timeline of Study

Conducted over a three-month festive window (September–November 2025), 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.