A leading car manufacturer wanted to showcase new features and innovations to relevant consumers.

1. CONFIRM THE TARGET AUDIENCE

Using conversion data (Request a Brochure, Book a Test Drive and Find Nearest Dealer) our real-time data planning tool, Architect™ established the most relevant site visitor characteristics and identified primary contextual environments. With this knowledge, we knew the best data to use for targeting before the campaign even started.

2. BUILD STUNNING CREATIVE

A range of expandable, interactive formats were built in HTML5 to ensure they worked fully on all devices for maximum branding effectiveness. These included long-form videos and feature roll-overs along with clear links to the site.

3. USE SAFE, VIEWABLE, RELEVANT INVENTORY

To maximise reach in the target market, inventory was bought through programmatic exchanges, SSPs, PMPs and direct buys to provide high quality, relevant inventory with real impact. To ensure brand safety and viewability and to protect against fraud, a third party specialist was used throughout the campaign.

4. CAMPAIGN RESULTS

Crimtan 's success at reaching the target market was demonstrated by the high engagement rate and the fact that nearly half the viewers watched ¾ of the video.

4.2% Video engagement rate

0.25% Click through rate

46% Watched more than 75% of video
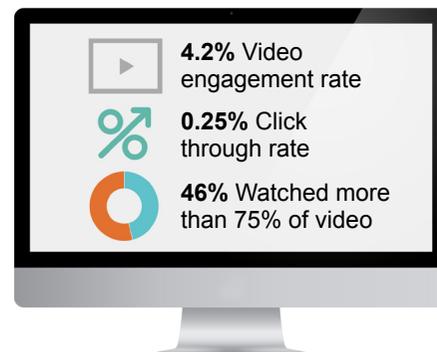
5. CAMPAIGN INSIGHTS

The best performing demographics were
> Male (60%)
> Age 35-44 (40%)

More clicks came from the London and Manchester areas, but Glasgow, Liverpool, Bradford, Sheffield, Birmingham and Bristol showed a better CTR

The top performing time was Sunday between 18:00 and 22:00

Low   CTR   High

Many brochure downloads came from smartphones at 8am and from tablet devices used at home in the evening, so delivery was managed to reflect the most likely device usage at different times of day.

The best performing audience segments were Family and Baby, Home Finance, Business Decision Maker, Car buyers.80% of clicks came from these groups.

The sites that gained most clicks were Automotive sites, followed by Fashion, Sports and Entertainment.