

How to drive online and offline traffic with a digital strategy?

Advertiser - Ford



Agency - Mindshare



Country - France



Operation



Drive to Web



Drive to Store

Introduction

During a period of significant growth in the sales of electric and hybrid vehicles, with increases of 36% and 18% respectively, consumer interest in these environmentally friendly models was increasing.

In response, manufacturers swiftly aligned themselves with this trend. Consequently, the hybrid and electric vehicle segment has become highly competitive, emerging as a central focus for major automotive groups.

Background

As part of the deployment of its new range of hybrid and electric vehicles, Ford wanted to increase the visibility of its products by strengthening its media strategy. The advertiser's objective was twofold: to generate more qualified visits to its official website and to promote its open house events organised in dealerships.

The brand, supported by Mindshare agency, therefore called on Azira to meet its online and offline traffic generation needs.

To address these needs, Azira developed two innovative and powerful advertising strategies capable of best meeting the brand's needs:



A « Drive to Web »
operation to generate qualified traffic on the brand's website



A « Drive To Store »
operation to increase traffic in dealerships during open house events.

Drive to Web Operation

Advertising focused on core targets

Azira's teams focused the advertising on 'affinity' audiences receptive to the advertiser's message: profiles who had recently visited car dealerships.

Engaging visuals

Azira also produced creative and dynamic visuals highlighting the new range of Ford vehicles. These impactful formats aimed to increase the engagement of mobile users by improving the user experience.

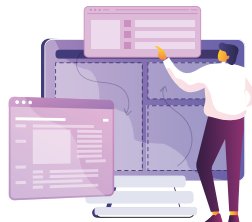


The results

The Drive to Web operation obtained the following results:



2.1 million unique profiles
exposed to the advertisement



19,000 clicks generated for
CPC <1 € (In-app environment)

Drive to Store Operation

Geocontextualised creatives

The visuals developed by Azira highlighted the Ford dealership closest to the user and also offered the possibility of consulting the fastest route to get there. This feature is an extremely effective driver for improving the engagement of mobile users because it makes them aware that there is a Ford dealership nearby.

Audience segmentation for retargeting

In addition to targeting an affinity audience made up of intentionists from the automotive world, we retargeted users who had interacted with visuals during previous operations conducted with Ford. This audience also provided input for a segment made up of 'lookalike' profiles based on behavioural analyses around the catchment areas of the dealerships.



The results

For the Drive to store operation, we achieved the following results:



750,000 qualified profiles
exposed to the advertisement



Over 700 estimated dealership
visits for a **CPV of 9.3€**



+ 9%
uplift

MINDSHARE Testimonial

"Azira supported us throughout the campaign by providing a combination of expertise and customer relationship management assistance. The aim of this campaign was to set up a complementary Drive to Web and Drive to Store approach in order to follow the cognitive process of purchasing a new vehicle."

Contact

Have any questions?
Get in touch with our sales
team at lola@azira.com

About Azira

Azira is a global digital advertising solution leveraging location-based data.

Our mission is to empower brands to drive qualified traffic and connect with their customers through omnichannel digital campaigns, targeting both local and national markets.

Azira leverages its proprietary DSP, in-house creative studio, and ten years of geomarketing expertise to support brands in defining custom audiences, creating engaging advertisements, and measuring the impact of their campaigns with customised reporting.

We assist companies across various sectors (retail, automotive, hospitality, real estate, tourism) to generate performance by attracting qualified prospects to their retail locations or website.

