



What digital strategy can generate online and offline traffic?

Advertiser - Ford



Agency - Mindshare



Country - France



Operation



« Drive to Web »

1 to 9 October 2020



« Drive to Store »

10 to 11 October 2020

Introduction

In 2019, sales of electric and hybrid vehicles experienced very strong growth in France (+36% and +18% respectively). Aware of consumers' growing interest in these more environmentally friendly models, manufacturers were quick to position themselves on these issues. The hybrid and electric vehicle segment has thus become very competitive and is a core concern 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 in October 2020.

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

In this context, we 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.

Operation « Drive to Web »

Advertising focused on 'intentionist' core targets

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

Engaging visuals

Near 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)

Operation « Drive to Store »

Geocontextualised creatives

The visuals developed by Near 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

"Near 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 Support

Have any questions?

Get in touch with customer support at contact-fr@near.com

About Near

Near, the global leader in privacy-led Data Intelligence, curates the world's largest source of intelligence on people, places, and products. Near processes data from over 1.6 billion monthly users in 44 countries to empower Marketing and Operational data leaders to confidently reach, understand, and market to highly targeted audiences and optimize their business results.

With offices in Singapore, Los Angeles, New York, London, Paris, Bangalore, Tokyo and Sydney, Near serves major brands in retail, CPG, real estate, restaurants, tourism, technology, marketing, and other industries. For more information, please visit near.com.