



Summary

Consumers usually use laptops and desktop computers to research, configure or buy a car. To attract mobile users, Swedish car brand Volvo needed a mobile-first partner to drive awareness and consideration of the Volvo XC40 in the German market.

Partnering with Ogury, Volvo and its media agency Mindshare were able to reach the ideal audiences with highly relevant and engaging creatives.

Facts

6% CTR

93.4% Viewability, IAS standard

0.1% Invalid traffic

38K Clicks

2.633 Clicks added value on top

Challenge

Volvo wanted to promote its XC40 model to its target audience in the German market. Despite mobile increasingly becoming a key channel for all Volvo media activities, consumers showing interest in buying cars usually use laptops.

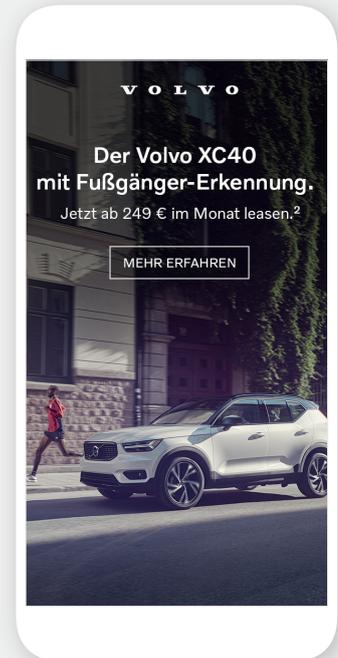
Volvo needed a mobile-first technology partner, with unique and powerful data and accurate targeting capabilities to reach the best audience. The audience Volvo wanted to reach included men and women between 25-59 years of age interested in buying new cars (SUV intenders), having affinities with lifestyle and sports like fitness, jogging and cycling.

Solution

Thanks to Ogury Advertising Engine, Volvo was able to identify and reach its ideal audience. Ogury built a precise targeting matrix addressing the right creative to the right target: Fahrrad (bike lovers), joggers and Fußgänger (outdoor lovers).

The continuous learning and optimization of the algorithm enabled Ogury to drive awareness and consideration to the brand and redirect the qualified audience to Volvo's website.

Volvo, its media agency Mindshare and the service provider [m]Studio were integral to the campaign's success. Volvo created a sleek, user-friendly landing page that made it easy for consumers to complete the configurator. Meanwhile, Mindshare developed a smart media plan and [m]Studio was instrumental in coordinating and advising on the campaign.



Results

Ogury delivered relevant ads to the precise audience Volvo needed in a brand safe environment. The campaign achieved exceptional results with 93.4% viewability (IAS standard) and 0.1% invalid traffic. The three different creatives reached an average of 6% in CTR, with nearly 38,000 clicks.

“With only about 33% of the "mobile-only budget", Ogury was able to generate almost 93% of all pure mobile page visits, and our cost per page visit was almost 83% below the average across all placements – desktop and mobile. Ogury was by far the most efficient CPV mobile-only placement we had in the campaign. Even the social placements on Facebook and Instagram were more expensive.”

Fabian Bleier

Client Service Consultant, Mindshare