

Discover how APEX's location-based advertising increased brand awareness and drove conversions in specific areas of Canada for multinational automotive manufacturer by targeting specific audiences with ads on mobile

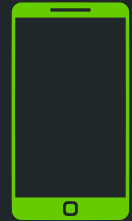
Client Background:

Multinational automotive manufacturer that produces about 10 million vehicles per year who's vehicles and services are sold in more than 170 countries



Challenge:

This global automobile manufacturer looked to increase awareness of its brand and new hybrid model. The goal was to reach and engage users resulting in higher brand awareness and achieving high CTRs and conversions



Strategy

- The goal was simple: Connect with the right consumers in the right place at the right time to raise awareness for the client's new hybrid vehicle
- Leveraging APEX's precision audience targeting, instantly activated through our exclusive partnership with InMarket and the GeoLink platform, the company used best-in-class data to target custom audiences through geofencing in scattered locations nationally
- The campaign targeted users in the specified locations with standard banner ads and custom units who fit the target audiences that included characteristics such as adults age 35+, high household income, people that have visited/engaged in outdoor activities, been to competitor dealerships etc and served them a targeted ad at the right time resulting in higher performance than the industry average

Once audiences were targeted, APEX was able to activate users in real-time, engaging them in targeted locations. In addition, APEX provided the client team with insights & actionable reporting metrics to make timely geotargeting decisions

Campaign Results

With APEX's location based in-app advertising this multinational automotive manufacturer drove it's desired awareness with the right demographic and achieved impressive engagement!

This campaign, running across several of the company's properties, achieved an impression volume of 8.5M+. It also maintained even pacing, excellent CTR performance, and frequency throughout the campaign.

GeoLink: InMarket's highest performing self-service location-based platform

Audiences: APEX primes and engages users at peak times when they're most receptive to messaging

Campaign Performance

Total Impressions: **8,530,439**

CTR Banner Ad: **0.30%**

CTR Custom Unit: **1.93%**

*Conversions: **6,467**

*Conversions are clicks that take place on the landing page once a user has been directed there from an ad.
Note a conversion is counted once a click happens only after the landing page has fully loaded



Ready to turn engagement into brand awareness, lead generation and actionable insights?

Learn how APEX Mobile Media can achieve these results for your brand

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