

“Rocket Fuel’s sophistication in data-driven targeting and automated optimization helped us make an ambitious, highly segmented campaign successful.”

INDUSTRY
Automotive

PRODUCTS USED
Audience Booster, Retargeting Booster

ADVERTISER US-based major auto maker that offers a full-line of luxury performance automobiles, crossovers and SUVs.

AGENCY One of the world’s foremost media communications specialists that invests billions in media and contributes to the success of many of the world’s leading brands.

NEED Find technology and data-driven media partner to help boost car sales and brand engagement by building a custom car buyer segment tailored to specific campaign objectives.

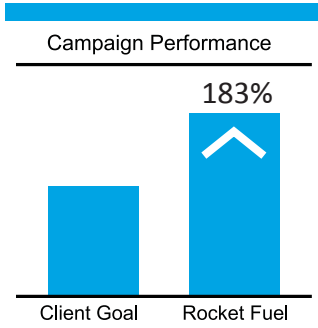
OBJECTIVES **Boost sales for luxury auto maker:**

- Drive traffic to advertiser’s Web site
- Generate high volume of handraisers and leads with media/cost efficiencies
- Build brand engagement for specific conquering targets (competitive make & model)
- Boost “Shopping Tools” activity – Locate Dealer, Request a Quote, Build Your Car pages

AUDIENCE In-market luxury automobile buyers on a national level

CAMPAIGN Display media with data-driven audience targeting for behavioral, in-market buyer, purchase intent and conquering by individual segment (coupe, sedan, SUV, crossover).

- Traffic and optimization for more than 75+ different creative units that correlated to 20+ individual targeting tactics.
- Varied cost per identifiable action (CPIA) benchmarks for each type of lead based on data source and targeting tactic – retargeting, behavioral profile, in-market buyer and conquering.



“Rocket Fuel’s ability to go beyond the traditional siloed targeting approaches helped us achieve our complex targeting goals. They really knew how to deliver a campaign beyond our expectations. They led the pack of partners and definitely set the performance curve.”