

Adello

Mobile Marketing for the Automotive industry

Case study



Introduction

Today, consumers have high expectations: they need comfort, speed and variety of choices. Therefore, it is important to experiment and adapt the service to the new realities.

If earlier the car dealers tried to bring the client to the showroom, now all services go to clients, as they want to save time. About 97% of car enthusiasts look for information about cars online, 78% of them – via smartphones. In this case, there are specific life events that affect the purchase of cars. Furthermore, the mobile usage has increased by 40% during pandemic, which allows to conclude that the clients can be easily reached through their mobile devices.

Now the sellers are replaced with marketing experts, who can track the intention of the buyer in real-time, show the benefits of different offers and quickly give the desired result.

In this study we will investigate the customer behavior in Automotive segment and present Adello's best performing mobile advertising campaigns and solutions.

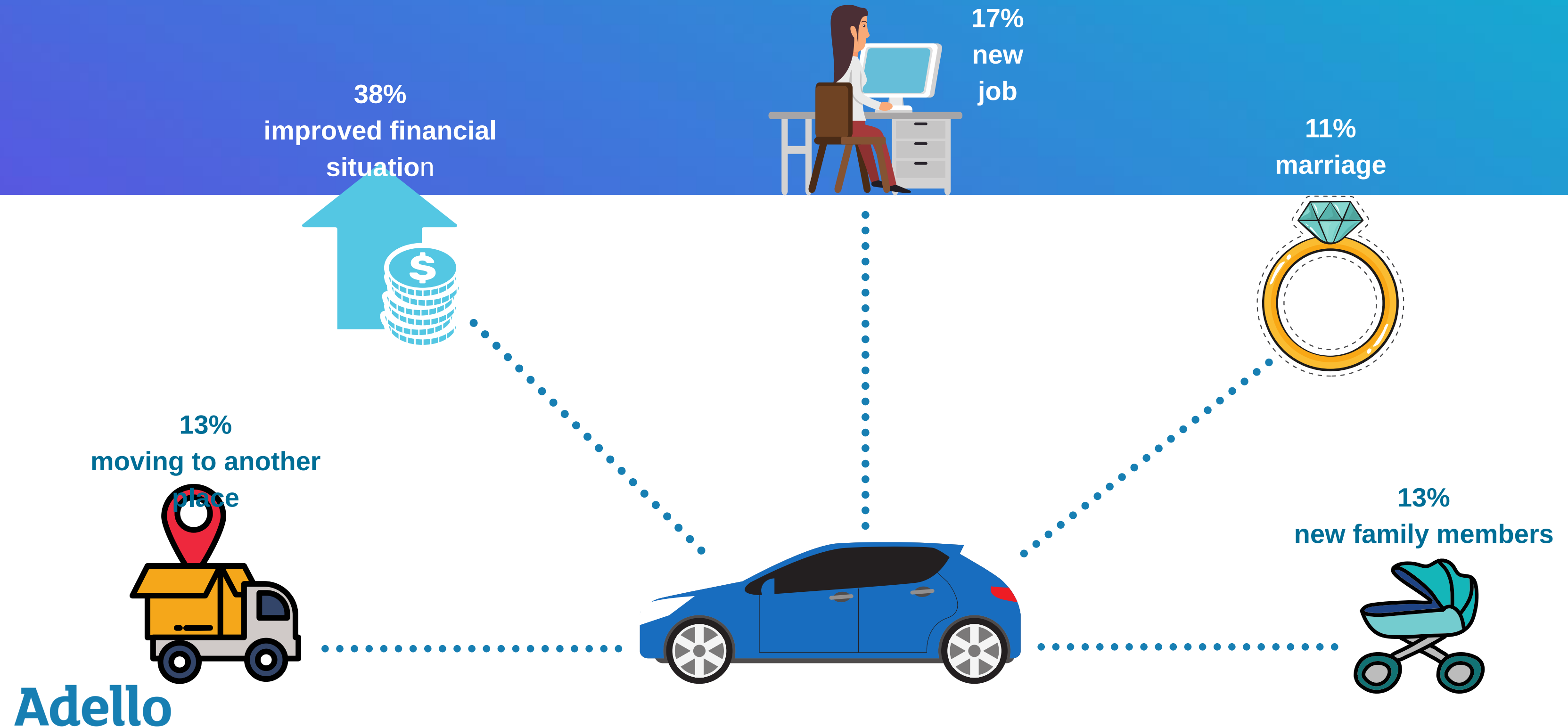
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Automotive Audience Insights

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Reasons for a car purchase

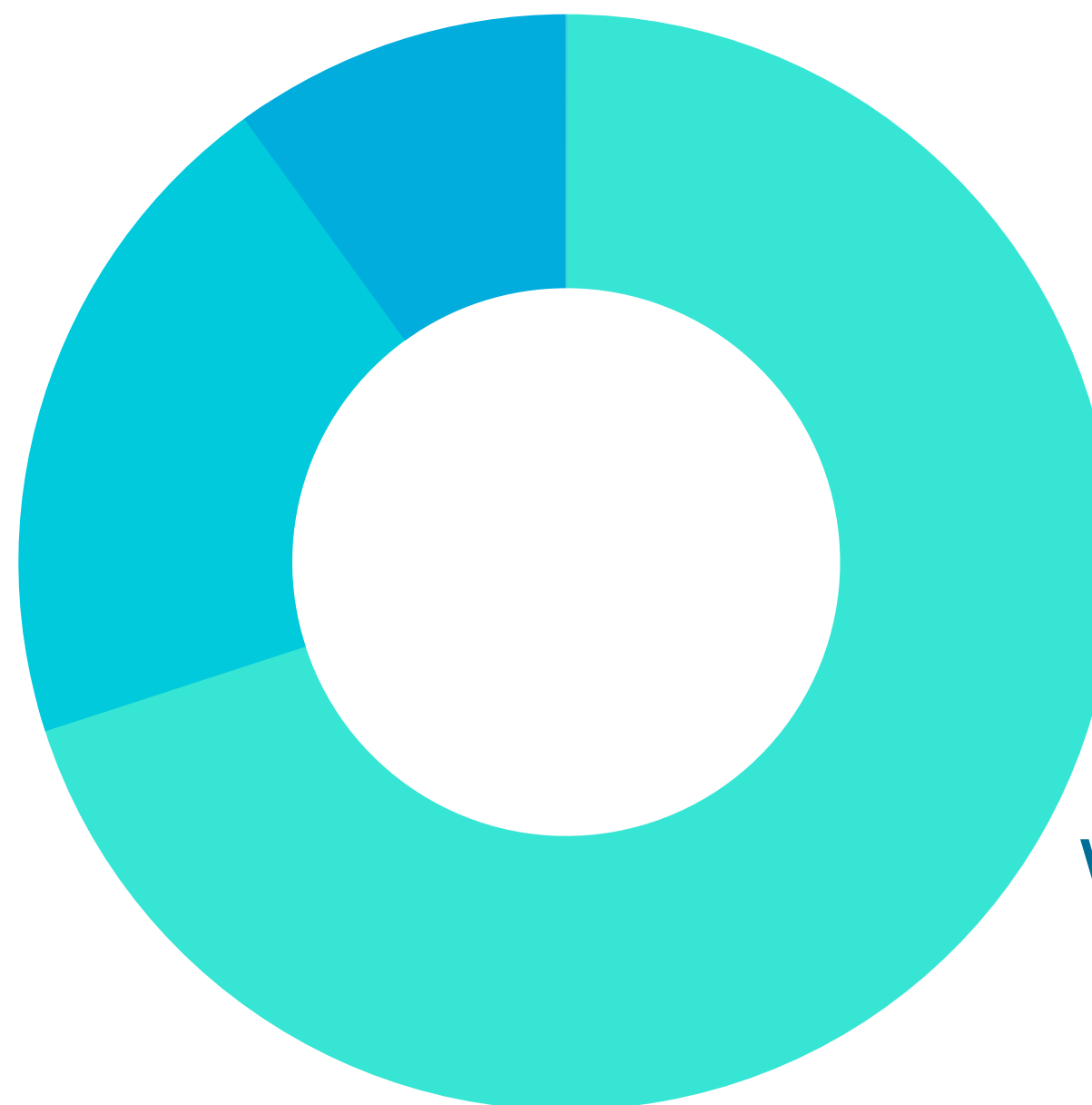




2.7 MONTHS

in average

20%
Within 2 weeks

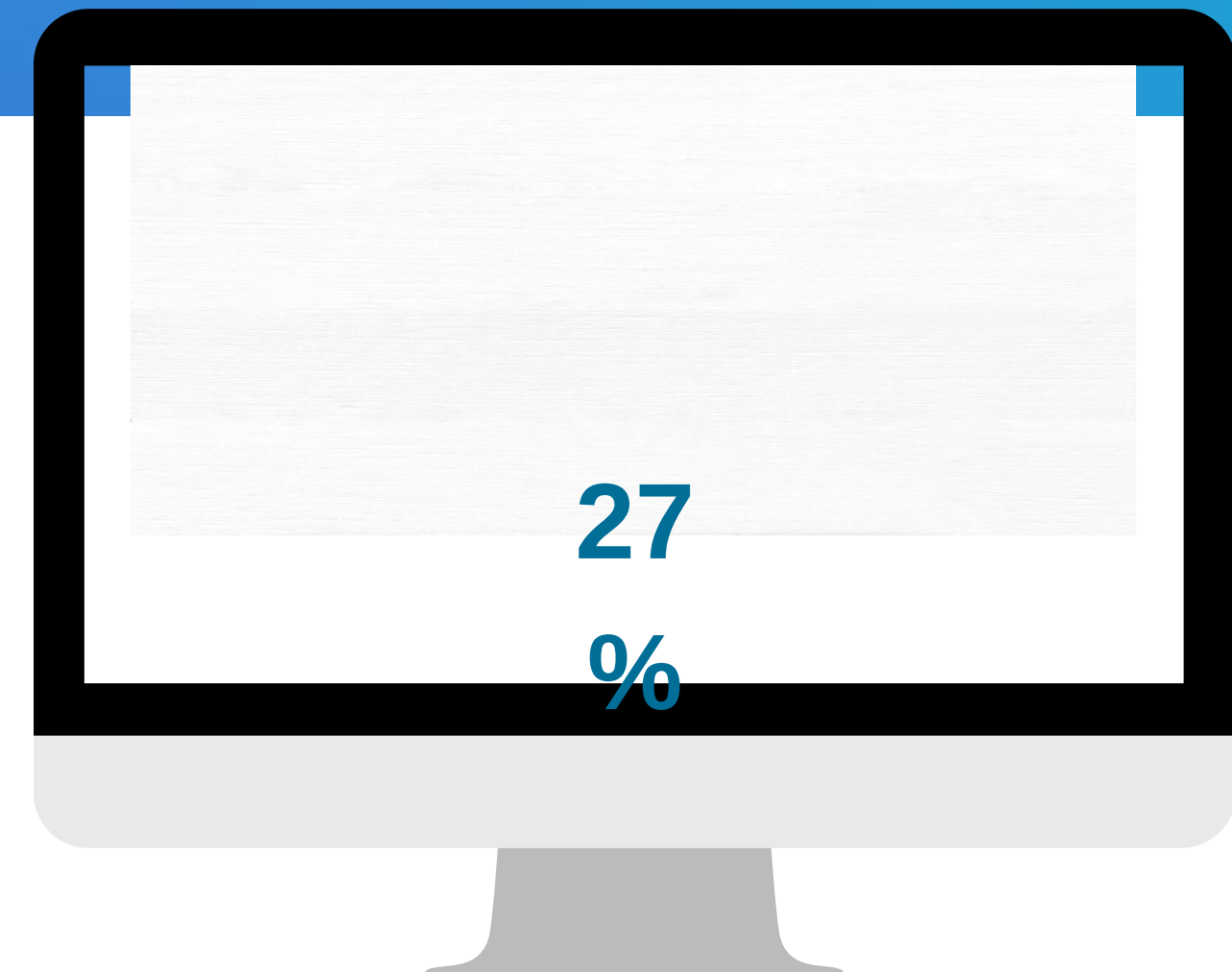
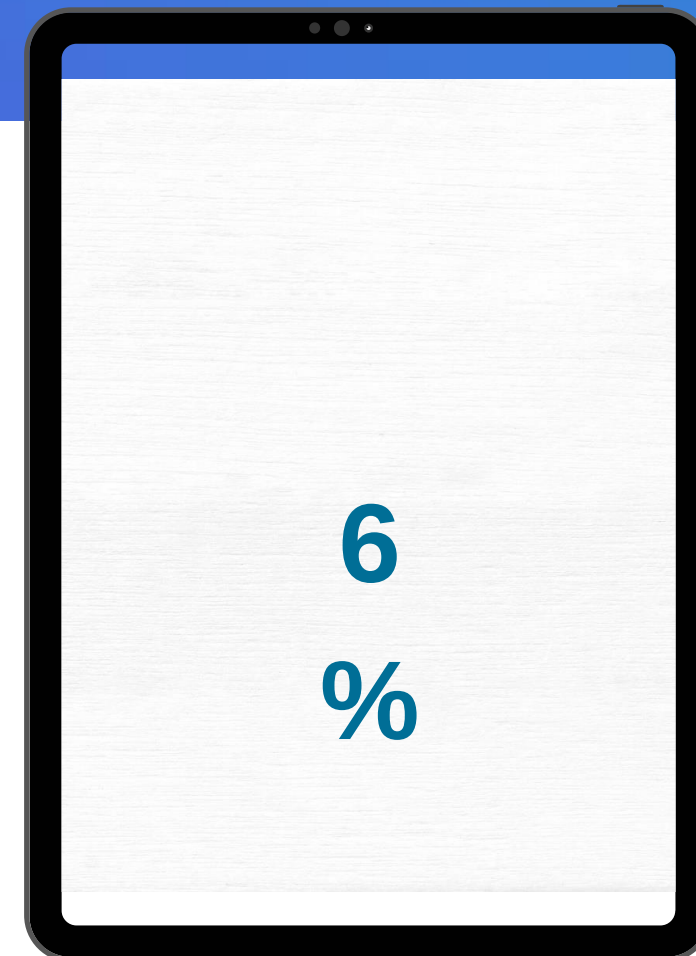
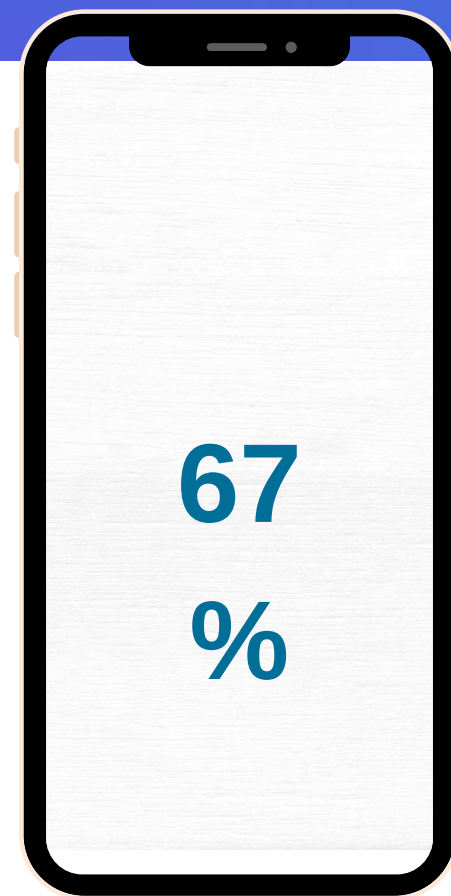


70%
Within 3 - 6 months

Decision making time

Devices used for research

10 HOURS
in average are needed
for the car brand research



Buying behavior when choosing a car

36 %

Saw the car in internet

15%

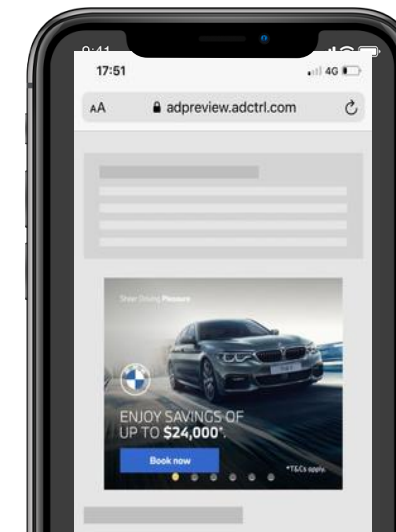
Saw the car on TV-ad

14%

Saw the car in a salon or on the street

In **63%** of the cases further information
will be researched in internet

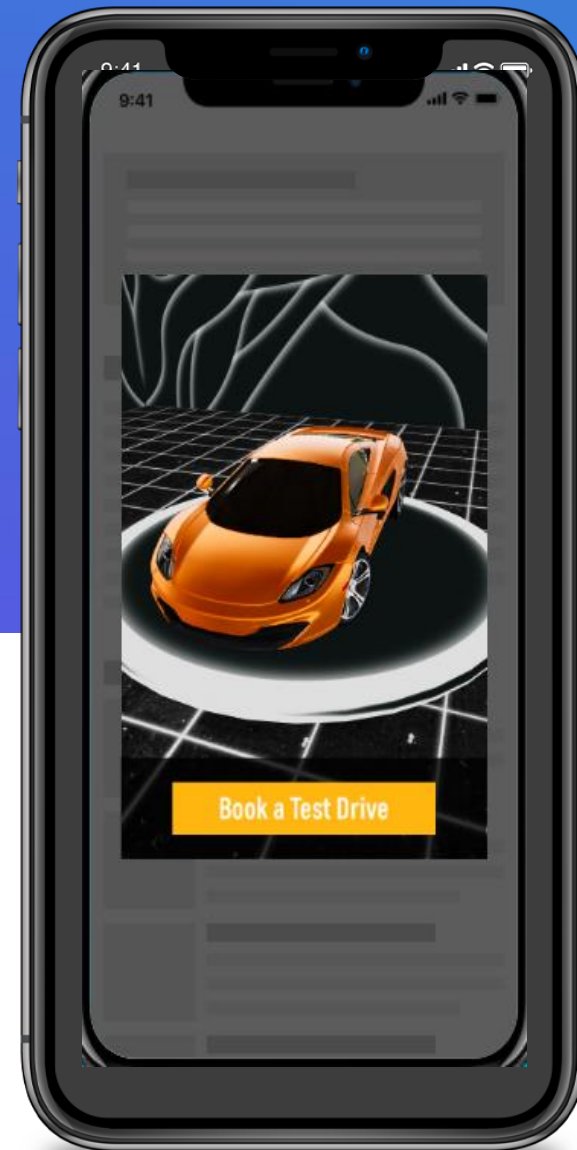
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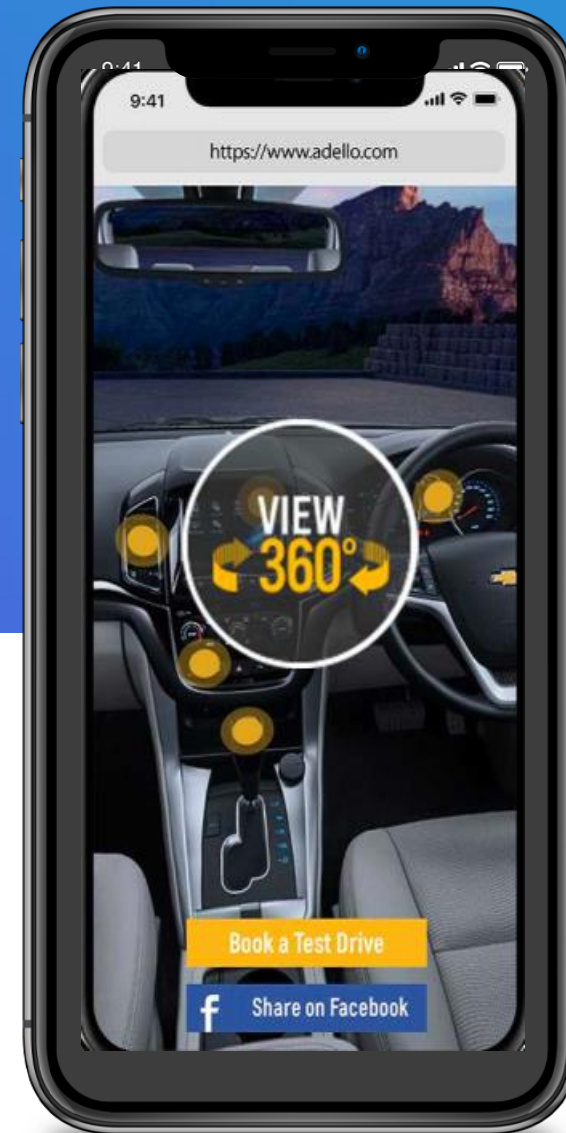
Adello's Most Successful Ad Creatives for Automotive

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360° Model



360° Panoramic



Hyper Cube



Swipe Cube



AI-powered Ad Performance

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Ad Case 1: Ford

- Campaign goal: Brand awareness
- Campaign duration: 5 weeks
- Creatives: Scratch Ad & Overlay Carddeck
- Location: Switzerland
- Languages: DE, FR, IT



35k

**Impressions
delivered**

0.49%

CTR

100%

Delivery

Ad Case 2: Audi

- Campaign goal: Brand awareness
- Campaign duration: 4 weeks
- Creatives: Hypercube & Overlay Hypercube
- Location: Switzerland
- Language: DE, FR, IT



63k

**Impressions
delivered**

0.48%

CTR

100%

Delivery

Ad Case 3: MINI

- Campaign goal: Brand awareness
- Campaign duration: 4 weeks
- Creatives: Hypercube Interstitial & Rectangular
- Location: Malaysia
- Language: EN



100k

**Impressions
ordered**

0.59%

CTR

100%

Delivery

Questions left?

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