Motors Marketing Suite

an audience extension product by mobile.de
A data-driven omnichannel performance tool based on 1st party data.

Pre-qualified user segments are then addressed within our omnichannel reach.

A single set of assets can be used for the automatic creation of multiple individual creatives suitable for all advertising channels.
Status Quo & Challenges

**Publisher**
- Native Ad market development
- Additional Performance product
- Extension for narrow targeted geo campaigns
- Offer a standardized data product for SME clients
- Combine cross device inventory

**Advertiser**
- Simplify creation and reduce costs
- Reduce planning and complexity for non-core business matters
- Scale relevant campaign traffic for geo limited offers
Requirements: Motors Marketing Suite

Automated creative tool

Multiple campaigns

First party data

Optimize & report in a central tool

Meaningful Performance results
Prove of Concept | Campaign Setup

Goal: Stress the tool in terms of …

• can we deliver in the relevant region with suitable data?
• deliver performance by defined KPI
• automated setup with relevant creatives in each marketing channel
• optimize campaigns
BRASS | Campaign Setup

5 brands, 10 models

In different car type categories

30 dealers with different Geo locations
Online Marketing Channel
Campaign Setup

Traditional Setting

Advertiser

- Facebook
  - Ad set
  - Campaign handling
- Instagram
  - Ad set
  - Campaign handling
- LinkedIn
  - Ad set
  - Campaign handling
- Google AdWords
  - Ad set
  - Campaign handling
- agof
  - Ad set
  - Campaign handling
- mobile.de
  - Ad set
  - Campaign handling

- Interface Complexity
- Time consuming
Campaign Setup

Setting with Motors Marketing Suite

Advertiser → Motors Marketing Suite → DSP

- One simple Ad set
- Automated campaign Setup
- Mobile.de 1st party Data
- Birds Eye rule set (API)
Targeting

Online Marketing Channel  Targeting  Creative Setup  KPI & Optimization
Evaluation and DMP setting of our 1st Party data

A user is looking for a car on mobile.de...

...we analyse the user's search and browse behaviour on mobile.de...

You only pay for user clicks

...and deliver suitable messages...

This also works for mobile devices

A user is looking for a car on mobile.de...

...we analyse the user's search and browse behaviour on mobile.de...

You only pay for user clicks

...and deliver suitable messages...

This also works for mobile devices

Search Attributes
(Brand, Model, Price,...)

Events
(Wish List, Contact Dealer,..)

Behaviour
(Frequency/Recency)
Campaign Setup | Audience

Competitor Segments

Vans, Minis, Compact Cars ...

Buying phases

Orientation → Concretisation → Realisation

Personas

→ Current Status: Individual (client based) targeting options and recommendations by mobile.de
**Campaign Setup | Geo**

**Goal:** Promote each brand only within relevant geo area of its associated dealer

- 13 Areas in the wider Rhine Main Area, which differs each campaign
- Each area with max. radius of 30km
- Map the individual postal code to each campaign in every channel automated

5 Brands ➔ 30 campaigns
Creative Setup

- Online Marketing Channel
- Targeting
- Creative Setup
- KPI & Optimisation
Creative Approach

One unique Creative Asset | Dynamic Banner Builder | suitable for all creative types

really simple  time efficient  scalable in bulk

Upload your images
Upload your logo

Picture
Headline
Text
Icon
CTA
Advertiser / Display URL

Upload your images
Upload your logo

Upload your images
 Upload images

Headline
VW Polo günstig leasen

Text
Jetzt den neuen VW Polo ab 117 EUR & ohne Anzahlung leasen

Description
Brass-Gruppe.de

Url
https://www.brass-gruppe.de/de/neuwagen/aktionswagen/vw-polo-trigaline/

Button
Angebot ansehen

VW Polo günstig leasen
Jetzt VW Polo ab 117 EUR & ohne Anzahlung leasen

Brass-Gruppe.de
Angebot ansehen
Creative Approach
Creative Approach

Variety of different ads

Optimization by A/B testings
Creative Approach | BRASS

- 10 car models
- 4 text/image combinations
- Display Ads: 300x250, 728x90, 160x600
- Social Ads: FB Feed, FB Messenger, Instagram

+180 creatives
KPI & Optimization

Online Marketing Channel  Targeting  Creative Setup  KPI & Optimization
KPI campaign setting

Service aspects | BRASS

- Saved time
- Saved creation costs
- Transparency
- Communication/service partner

Campaigning metrics

- Clicks
- % New visitors
- Time on Site
- Conversion
Some of our optimisation results
KPI results along the funnel

New User increase by 48.8%

CPL decrease by 18.4%

Stable Time On Site
KPI results along the funnel

25,376 Clicks

New User increase by 48.8%

Stable Time On Site

CPL decrease by 18.4%
Campaign findings and summary

Creatives

- Ongoing A/B testing

Geo & Audience

- Balance relevance and scalability (service by mobile.de)

Prove of concept

- Bulk automation & omnichannel Data Setup

Results

- Good KPI's & service metrics
Next Steps
Motors Marketing Suite | Dealer extension towards Werbemanager

Motors Marketing Suite → Target Group: Agencies

- Individual Creative Assets
- Individual Campaign Landingpage

Werbemanager → Target Group: Dealers

- Mobile.de Listing Elements
- Mobile.de VIP
Some Roadmap topics

- Enrich Marketing Channel Portfolio
- Data verification towards performance
- Strengthen Upper Funnel KPI
- Extend to true Native DSP buying
For any further information please contact:

Jan Luley | Team Lead Programmatic Products
www.motors-marketing-suite.com