

VWFS AG at d3con

Leading Advertisers Strategy

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Hamburg, 26 April 2022

Classification: EXTERNAL

Volkswagen Group – Management Model

VOLKSWAGEN
AKTIENGESELLSCHAFT

Management Holding

Financial Holding

Passenger Cars

Financial
Services

Truck and Bus

Power
Engineering

Volume

Premium

Sport & Luxury

(Internal
Supplier

(Internal)
Supplier

Soft-
ware

Hard-
ware

VOLKSWAGEN BANK
AG

VOLKSWAGEN FINANCIAL SERVICES
AKTIENGESELLSCHAFT

Porsche Financial Services

Financial Services
USA / Canada

Porsche Holding
Financial Services

Scania Financial Services

TRATON

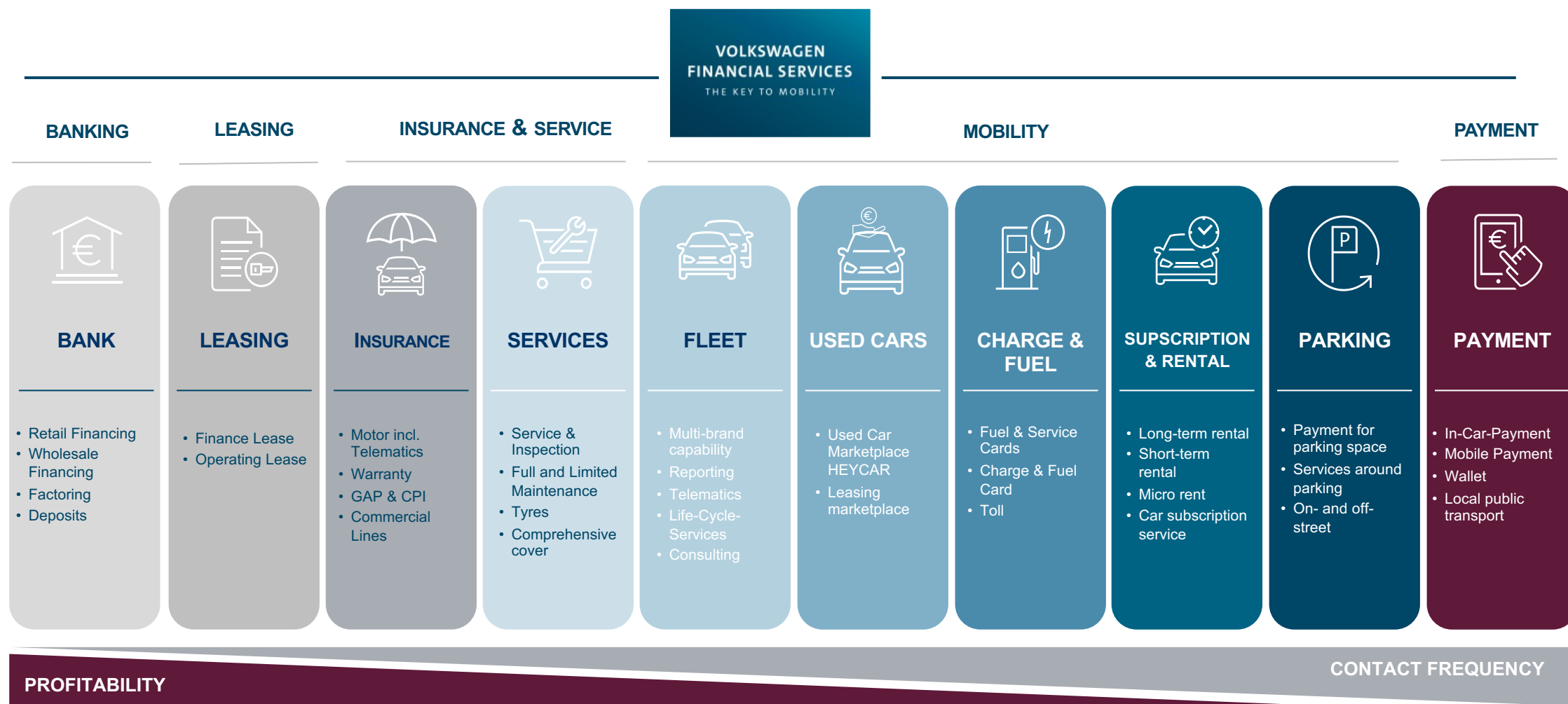


MAN Energy
Solutions



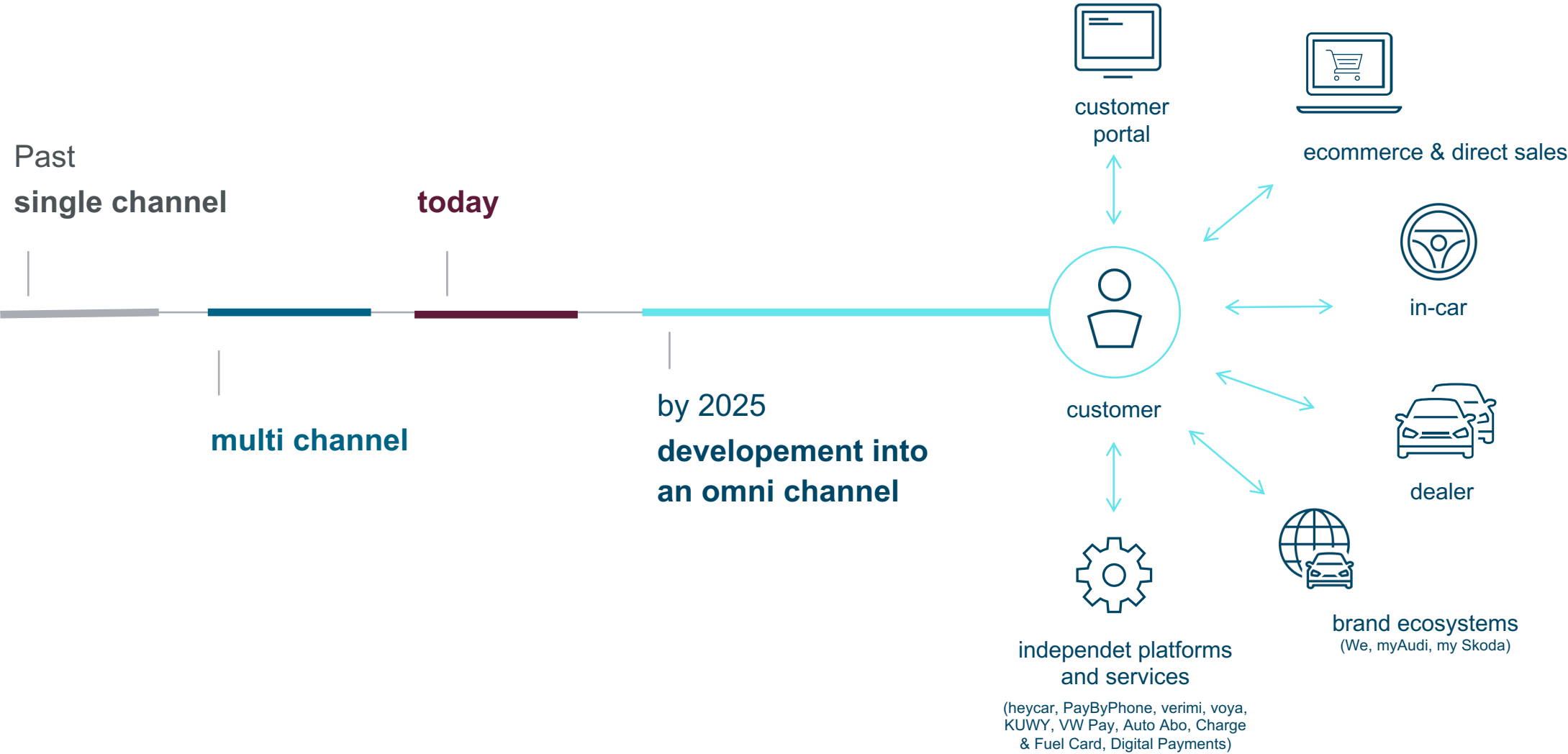
* Brand Group Leads: VW PC; Audi; Porsche

We offer the whole range of services under one roof*

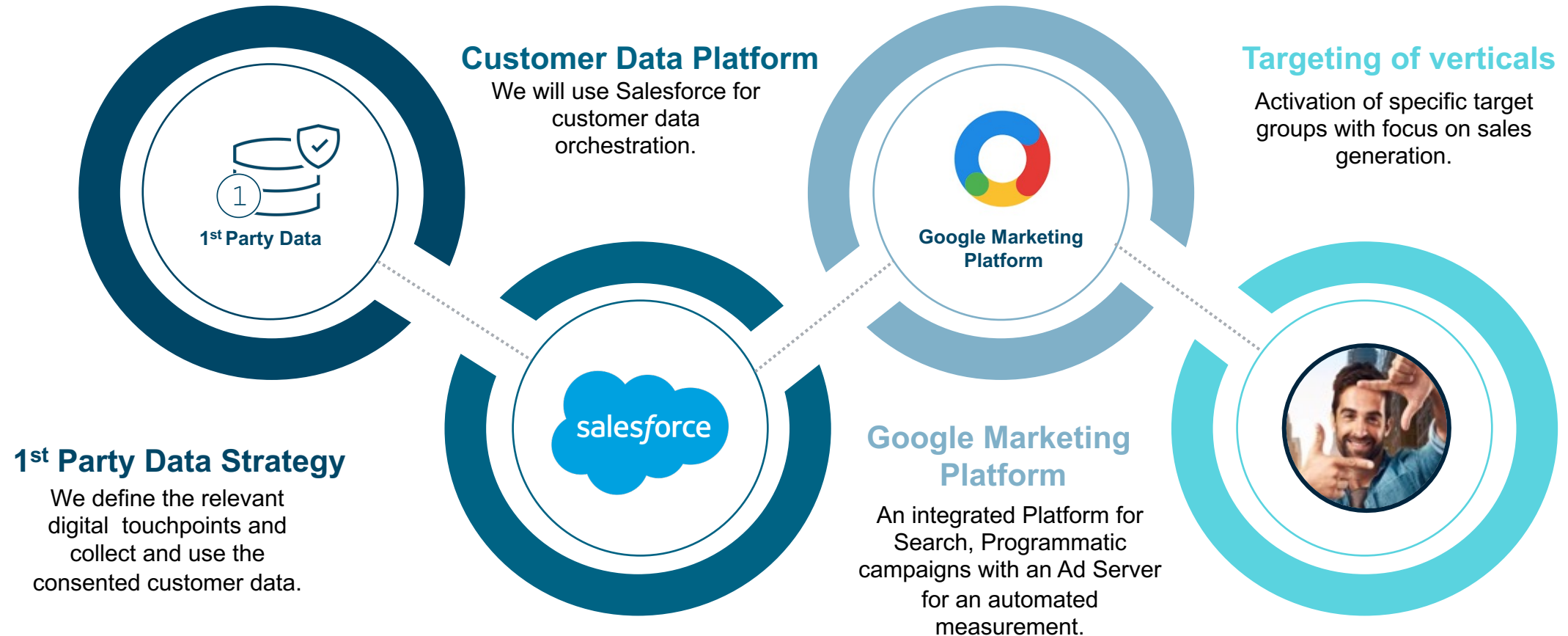


* Displayed portfolio depends on the market; products offered or mediated by different operative subsidiaries.

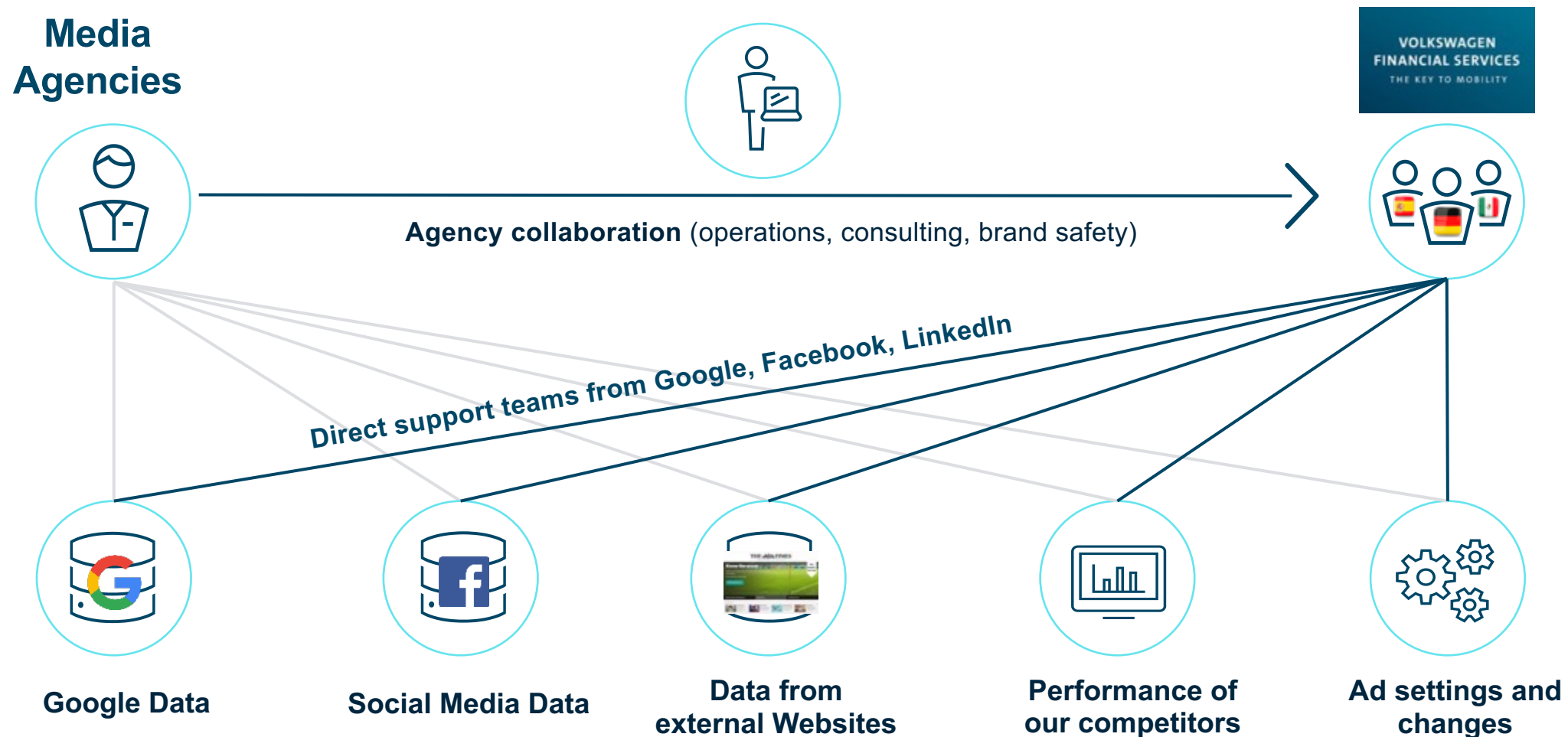
Volkswagen Financial Services will digitize all products by 2025 and extend it's distribution channels



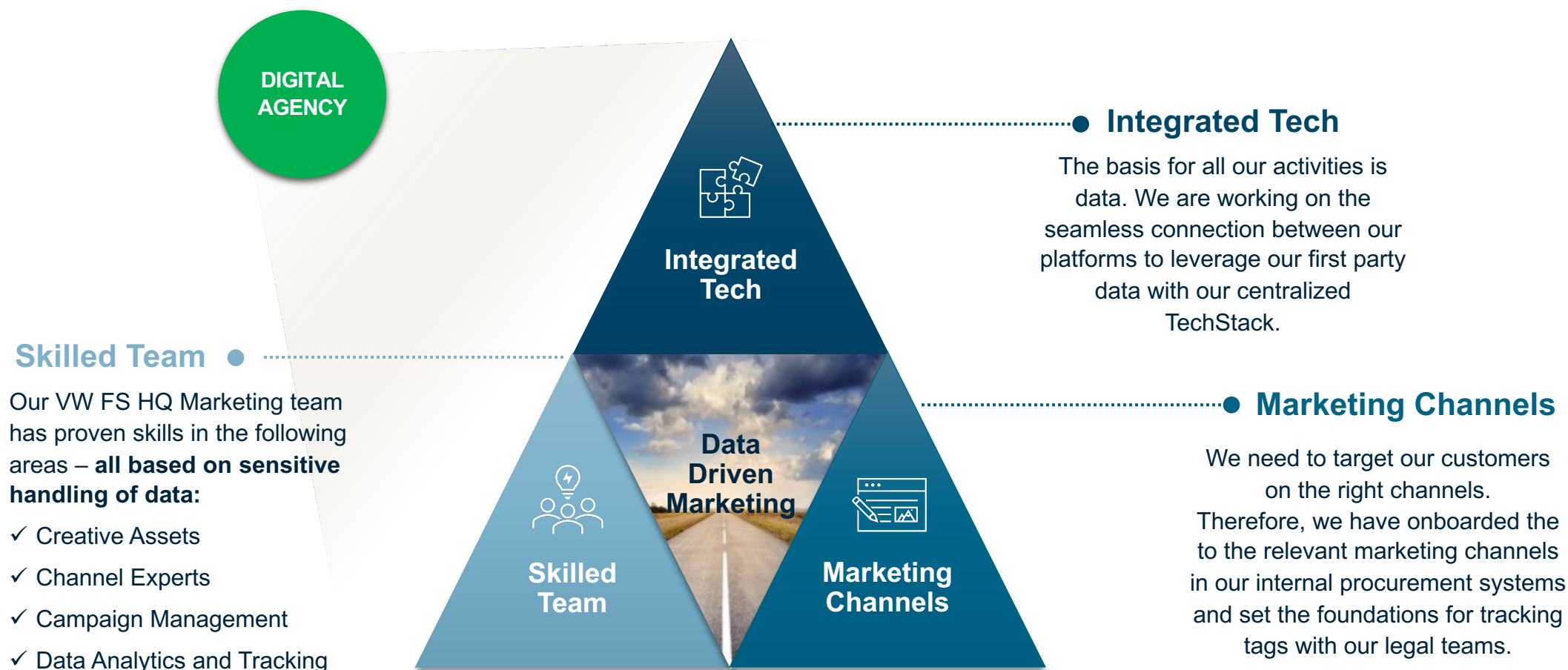
The foundation for our programmatic strategy are the technical platforms, which enable us to collect, analyze and activate the online data to support our customer along the journey



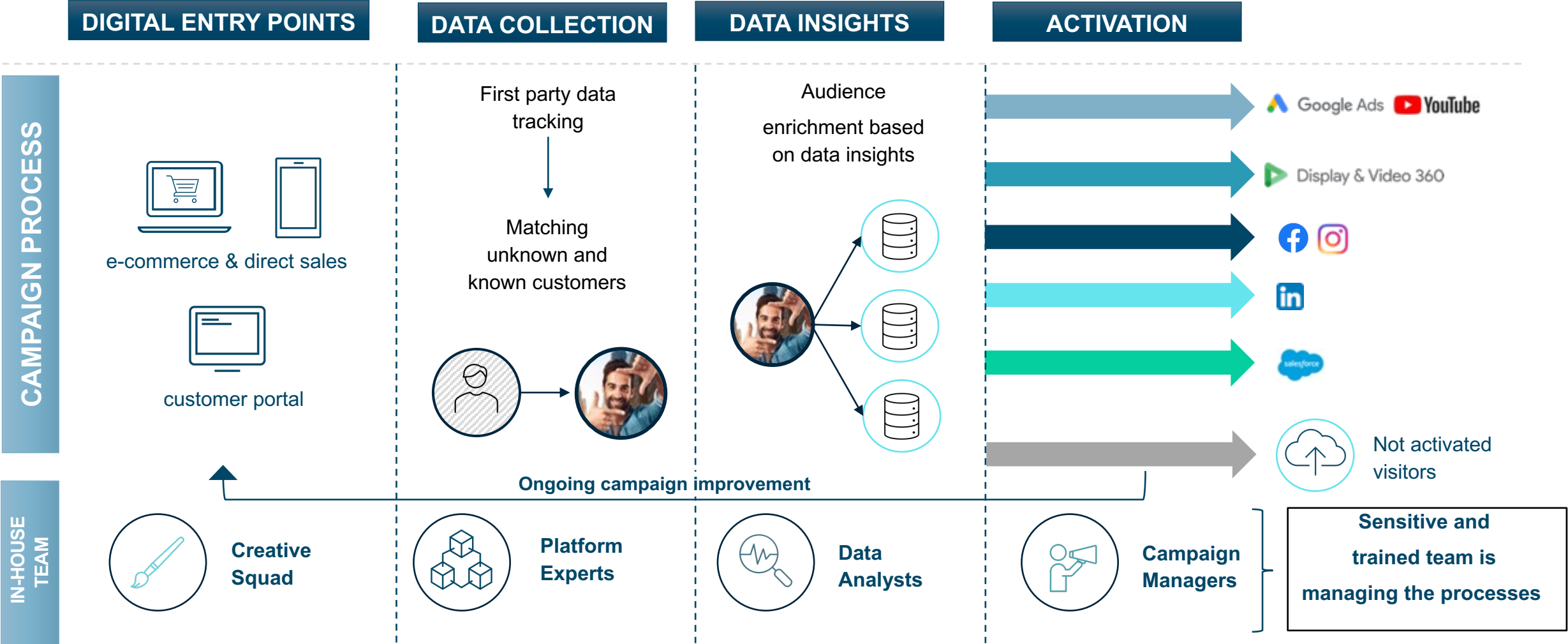
By building in-house expertise means - using our partners as consultants secure and get direct access to valuable data sources and customer insights in realtime



Our VW FS in-house marketing capabilities are based on People, Channels and Tools



We've set up a central Tech Stack to launch our digital campaigns with fully owned and direct access to all relevant marketing channels



Although Awareness and Performance Marketing are increasingly interdependent in the sales funnel the two approaches follow completely different strategies and goals

Brand Awareness

Awareness Marketing defines a brand or product reputation, values and trustworthiness. It aims to address customers, which haven't been aware of with a certain brand or product.

Main KPI: Ad Impressions, Clicks

Awareness Marketing at VWFS

Building and refining the brand awareness is an essential part of the **marketing strategy of the VW group brands**.
As a captive, we can make use of it in the context of white label. **But investing in brand awareness for VWFS is not in our focus.**

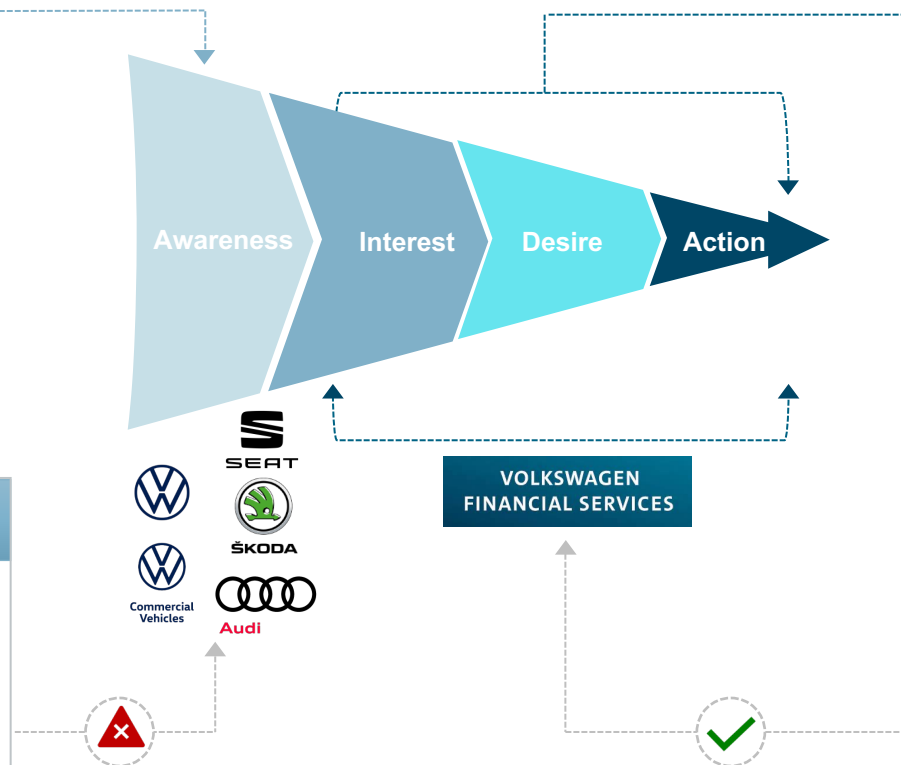
Performance Marketing

Performance Marketing is based on collected data and signals (conversion tags) and aims to convert customers, which have been already in touch with the brand or product.

Main KPI: Leads and Conversions

Performance Marketing at VWFS

Since increasing online sales is the main target of the D&D strategy, we as VWFS have developed all **Performance Marketing capabilities in-house**.
With our data-driven approach, we constantly **optimize the campaigns based on conversion related KPIs**.



VW FS Auto Abo | Display and Retargeting Campaign

.....●
"Test the VW ID.3
in the
subscription
model!"

Through the flexibility
of the subscription
offer, we have the
chance to convince
people that are
indecisive about
e-mobility.



A hand-drawn illustration of a white VW ID.3 car parked on a city street. Two hands are shown framing the car from the sides. The background shows a modern building with a glass facade. The text 'AUTO ABO' is in the top right corner. Below the car, the text 'Den ID.3 im Auto Abo testen!' is displayed. Below this, a list of benefits is shown: '• Monatlicher Festpreis', '• Alles in einer Rate*', and '• Nur 14 Tage Lieferzeit'. At the bottom, there is a red button with the text 'JETZT BESTELLEN'. A small footnote at the very bottom reads '* außer Ladestrom'.

AUTO ABO

Den ID.3 im Auto Abo testen!

- Monatlicher Festpreis
- Alles in einer Rate*
- Nur 14 Tage Lieferzeit

JETZT BESTELLEN

* außer Ladestrom

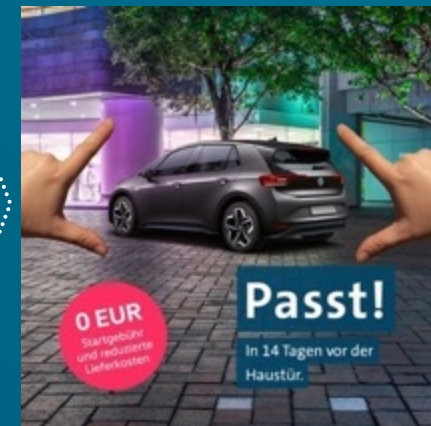
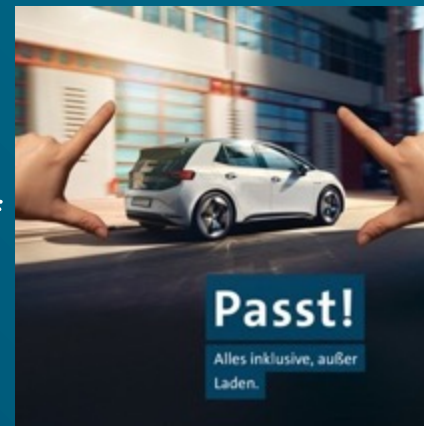
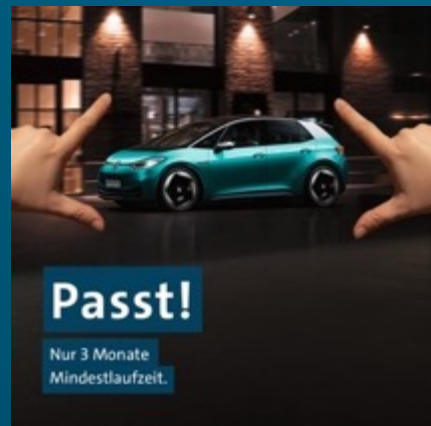


.....●
**Blue Label design
for various VW
Group brands**

Campaign look and feel
can be easily adapted to
each car offer and still
recognized by
customers.

VW FS Auto Abo | Social Media Campaign

Ad testimonials based on market research by VW FS team.



Different product benefits can be presented on carousel ad.



Benefits of the in-house strategy and our next steps

Main benefits of the in-house strategy for performance marketing:

- Availability and activation of first-party data
- Development of in-house knowledge and dedicated experts
- International scalability across markets and faster time-to-market

Next Steps:

- Increase the adoption of dynamic creatives based on data feed
- Scalable CDP solution for international markets

**VOLKSWAGEN
FINANCIAL SERVICES**

THE KEY TO MOBILITY

Thank you!

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Digital Marketing

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**VOLKSWAGEN
FINANCIAL SERVICES**

THE KEY TO MOBILITY

Back-up



Without one central media platform we face the risk of fragmented media buying which causes overexposure and media waste

