Peugeot Slovenia with iPROM Cloud Solution Exceeded Expectations

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With iPROM's solution, Peugeot Slovenia has successfully run digital advertising campaign and reached 900 applications for test drives instead of the expected 300.

With the use of software for automatic buying of media space in cloud iPROM Cloud in digital media, iPROM has run an advertising campaign for Peugeot Slovenija for Peugeot 208 car model. It exceeded all expectations within the available budget. The campaign objective that involved web game in the form of puzzle, set inside the advanced ad format iPROM AdBreak™, was to gain 300 users interested in test drive with Peugeot 208, but actually more than 900 people applied for it.

With iPROM Cloud software, iPROM targeted ads to on,ine users, and also eliminated overlapping of reach media, defined optimal frequency of exposure and ensured automatic scheduling of media budget among digital media according to response to advertised messages in real time. With the support of iPROM's solution, the advertising campaign was running simultaneously in online and mobile media.

The web puzzle was included also in social media and together with the advanced format display ads were also used. Key campaign objectives were building of new car's brand recognition and invitation to test drives in car sales salons. With involving users in ad content iPROM additionally raised response to ads and time of users' involvement.

Instead of Expected 300 Applications for Test Drives Over 900 Were Recorded

The campaign objective was to gain 300 users interested in test drive with the new car model Peugeot 208. With the budget that was available, iPROM has strongly exceeded this objective and gained over 900 applications. Of all the users that played the web game by constructing the Peugeot 208 model interior, over 95 percent submitted their data. Among the contacted ones every third person actually visited one of the Peugeot car salons and participated in the test drive.

Control pattern which iPROM used for comparing the classic »manual« media buy with automatic buy using iPROM Cloud software, provided four times lower results comparing to media buy with PROM Cloud solution at the same investment per user and the same set of online media where media buy was done.

»With the combination of advanced ways of buying off media space in digital media we successfully combined the main objectives of our campaign – we presented the main advantages of our sales campaign and of the product itself – Peugeot 208. Due to high level of conversion, the achieved campaign results were above our expectations«, said Matej Kolar, project manager in marketing at Peugeot Slovenija.

»The combination of data and iPROM technology for learning in real time, combined in iPROM Cloud solution, provides our clients the most efficient tool for achieving goals in the field of digital advertising in Slovene market,« Andrej Ivanec, digital planning manager in iPROM, commented the above-average success of the Peugeot 208 campaign. »Our clients get more ROI for buying off digital media because they buy ideal exposures of ad messages that bring higher probability of users involvement with brand and also more probable direct response. With iPROM's technology, every single ad message display in digital media is of higher value.«

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About iPROM

iPROM specializes in planning and running advertising campaigns in digital media. The tools we create are used across the industry by advertisers, direct marketers and web publishers to help them plan, execute and analyse their digital marketing activities. They are designed to increase the effectiveness of these activities as well as to make the complex world of web advertising a little simpler for our customers, justifying investment with outstanding returns.

In a data-driven world, efficiency in ad-serving is of vital importance. Using media outlets, data analytics, in-depth research and the smartest technology available, we enable marketers to deliver the right message to the right person at the right time, every time. With our tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, companies are equipped to build better brands, more successful business and stronger customer relationships.

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