Peugeot Slovenija Uses Big Data to Achieve Record 30-Percent Conversion

LJUBLJANA, 06 May 2014

Peugeot Slovenija worked with iPROM to carry out a Peugeot 308 digital advertising campaign that resulted in record 30-percent conversion. This means fivefold improvement over traditional ad buying in digital media.

As part of the Peugeot 308 launch, Peugeot Slovenija worked with iPROM to create a digital advertising campaign that targeted online media users directly through an interactive game that showcased Peugeot i-Cockpit and its benefits. The goals of the campaign were to improve the awareness of the new vehicle and invite people to sign up for a test drive. 1,668 interested people signed up, a third of whom are thinking of purchasing a new car within the next six months. The campaign achieved record 30-percent conversion when offering test drives (the conversion rate for Peugeot 208 was 27.6 percent). This underscores the importance of programmatic ad buying in digital media that is based on big data. Machine learning in combination with big data is key for success in advertising in digital media.

Matej Kolar, Marketing Project Manager, Peugeot Slovenija, commented upon the successful completion of the campaign: »Just like with the Peugeot 208 campaign, we've successfully used advanced types of media buying in digital media in combination with advanced interactive ads. We've acquired quality contacts with this campaign, which was confirmed by our dealer network. Accurately defined and managed process of processing the leads acquired through various contact points enables us to recognize promising customers and improve the quality of potential customers.«

Programmatic buying of ad properties in digital media based on big data

Digital media buying based on real-time use of big data is a strategic focus for customers. To execute this campaign, iPROM used iPROM Cloud software to use traditional behavioral patterns of target groups as well as data, acquired from the preceding Peugeot Slovenija advertising campaign. The company used this data for targeted ad distribution as part of the Peugeot 308 campaign. This enabled iPROM to further improve the utilization of media resources for ad space buying and the company was able to achieve a 30-percent conversion rate. The conversion rate for the earlier Peugeot 208 campaign was 27.6 percent.

Andrej Ivanec, Media Planning Manager in iPROM, said: »Expert use of software is the key to online advertising. It enables us to acquire and process data in real time to ensure targeted and personalized advertising in digital media. This is 'smart' digital advertising that is based on machine learning software without which we would have practically no way to effectively use the advertising budgets for digital media.«

Ivanec believes that the profiling of internet users to develop digital marketing is just one step that companies make on the journey of unlocking the potential of big data. »The use of online profiling is practically unlimited,« added Ivanec. »It can be used for direct marketing (e.g. e-mail campaigns targeting the most promising potential buyers). Another option is the ability to customize an online store based on target profiles of internet users. I advise advertisers to store the treasure troves of information about digital consumers that are immediately available and use them to develop targeted advertising campaigns that will increase the effectiveness of their marketing efforts.«

###

For more information contact:

Melita Gulja

Corporate Communications Specialist

✉ melita.gulja@iprom.eu
📱 +386 41 632 562
📞 +386 1 511 07 87
📠 +386 1 511 07 83

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 and help them plan, execute and analyze 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 their investments with outstanding returns.

In a data-driven world, ad-serving efficiency is very important. Using media properties, 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 operations and stronger customer relationships.

📍 **iPROM, d.o.o.**
Šlandrova ulica 4 B, 1231 Ljubljana - Črnuče, Slovenia

📞 +386 1 511 07 50
📠 +386 1 511 07 83

✉ info@iprom.eu
🌐 www.iprom.si · www.iprom.eu