Initiative

Mini Countryman

How to generate leads

> 3.000 leads
< €1 CPC
CTR +73%

Objectives

Drive qualified traffic to the MINI Countryman landing page, increase awareness around the price package and drive offline sales.

Strategy & solution

Use of different digital touchpoints: search, display (CPC and programmatic), social media.

With this approach, we put Data at the heart of our strategy.
Thanks to a linking technology, putting together all the Data collected through the different platforms and buying models, we have been able to optimize results continuously.

Results

Significant increase in sales and dramatic increase of the website's traffic.
The campaign generated: more than 3,000 leads (requesting an offer, information or test drive).
More than 74.500 clicks at a very attractive cost, less than € 1 per click (-13% as forecasted). The average CTR was also 73% above the forecast.

Award: Bronze DMA – Most Performing Campaign for the Automotive scene