

National World Ad Manager

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Case Study



How to generate lift

Big Marketing is a renowned multi-service agency focused on automotive, hospitality and local business. They partnered with National World Ad Manager to promote an exclusive offer for the Mazda CX-5 Sport

The Objective: Lead generation and sales


Big marketing had a simple objective, to drive enquiries to their new site with the end goal of generating sales.

The Message: An Exclusive Auto Offer

Big Marketing used our geo and audience targeting on customers in the market for a car, a long consideration processes with low conversion rates (averaging at 2%).

The Result: The numbers speak for themselves

 **25%** Increase in Action Intent

 **7%** Conversion rate

The Feedback

“The campaign worked well, delivering an impressive 7% conversion rate. Taking into account cars are a considered purchase, this was higher than expected and we were very pleased with the result.”

“National World Ad Manager is easy to use and bound to become another tool in any forward thinking digital agency’s arsenal.”

Elliott Gould, Senior Account Manager

National World
Ad Manager