

Hyundai

Display and Search Advertising Integration

Campaign Details

Advertiser:

Hyundai

Media Agencies:

Initiative Media and Reprise Media

Publishers:

ninemsn, News.com, Adconion, Tribal Fusion, Mediamotive, Empowered, Caradvice, Yahoo!, Google and others

Target Audience:

New car buyers

Channels:

Rich media display ads and search

Campaign highlights

- Rich media ads on automotive sites and general sites lifted awareness consideration for Hyundai
- Display provided significant traffic and quality leads
- Channel Connect for Search was used to track search and display conversions and the influence of display on the search channel

Campaign Objectives

- Create mass visual awareness to win a greater share of brand consideration and intention
- Get visibility over top automotive brands both in automotive and general websites
- Maximize the performance of search using the display channel
- Gain deeper understanding about the relationship between search and display
- Generate cost effective leads

Strategy and Execution

Imagine that you can follow new car buyers through their decision process. Be there in front of them when they start thinking about buying a new car; get them into your virtual showroom when they are comparing models; being there first when they search for your model; and finally letting them book a test drive online.

An understanding of the crucial junctures in which users make purchase decisions can boost your campaign effectiveness. The challenge is that users are exposed to a myriad of display ads and then follow up with search, before making up their mind. Therefore, following and analyzing the path that users go through before conversion can spur better understanding of users and facilitate better allocation of budget between channels.

One of the challenges Reprise Media faced was to break through the clutter of general news sites, and the heavy automotive advertising on more targeted car sites. The solution – video enhanced Rich Media. The dynamic Rich Media lured users from the textual content of the publishers, while the embedded short video provided a glimpse of the showroom experience. The aim of the display channel was both to increase brand consideration and intent to purchase and to generate test drives.

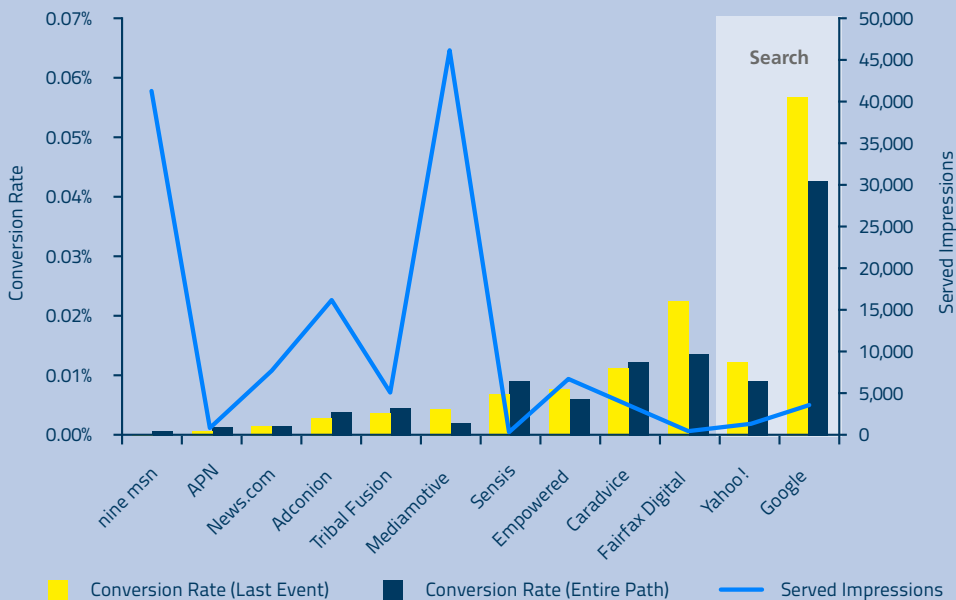
The ultimate aim of both search and display was to generate test drives at the lowest cost per lead. Test drive requests were measured using conversion tags that were placed on Hyundai's website. To follow all user touch points along the path to conversion, Initiative and Reprise used Channel Connect for Search (CC4S) by Sizmek. CC4S provided integrated reporting and analytics at the user level for every touch point with the campaign and demonstrated how each channel contributed to the overall results of the campaign.

Results – Combining the Power of Two Channels

Display boosted conversions dramatically by both pushing prospects to search for the campaign's keywords and by delivering an incremental 127% conversions as compared to search alone. "These outstanding results are testimony to a highly integrated Search and Display campaign that was successful due to the close working relationship between Reprise Media and Initiative", said David Fernandez, Managing Director at Reprise Media.

It's the power of synergy between search and display. 28% of conversions were the result of users being exposed to both channels, while 53% were triggered solely by display and 19% solely by search. Furthermore, without display 81% of test drives may be at risk. If attributing conversions only to the last channel that users came across, search required less investment to reach a conversion.

Conversion Rate by Attribution



Source: Sizmek Research. Data: Q1 2009 to Q4 2009, Entertainment, Worldwide.

"For the new Hyundai I20 launch, we will implement these findings to accurately plan our digital media and budget accordingly. The results clearly demonstrate the role of digital in driving offline sales and new model awareness in a competitive market place."

Chris O'Keefe
Managing Director at Initiative

"We were able to boost Hyundai's Return on Investment by increasing test drives by 14%. Using Sizmek's advanced technology, we were able to completely understand the consumer journey through multiple display channels and their relationship with search engines. Ultimately, we delivered 22% more traffic by reducing click costs through an integrated online campaign."

David Fernandez
Managing Director at Reprise Media

