

Audi Malaysia sees an 81% uplift in conversions with Sizmek Dynamic Creative

GOAL

Drive brand performance through relevancy in automotive

Hari Raya is Malaysia's most anticipated festival, especially among players in the automotive category. To break through the advertising clutter, Audi wanted to ensure its digital campaigns leveraged smart audience targeting with highly relevant communication. To do so, they wanted to use programmatic for better audience targeting and creative versioning to map across the different stages of the purchase journey. This would heighten brand cut-through and relevance, ultimately leading to better lead performance. To allow for creative optimization, Audi wanted to implement A/B testing.

Audi Malaysia worked closely with media agency PHD and Sizmek to craft a dynamic strategy aligned with the user journey and to incorporate A/B testing in both prospecting and retargeting campaigns across car models.

First, prospecting banners with distinct messages were targeted to five different interest groups: Lifestyle, News & Finance, Sports & Fitness, Technology, and Automotive. At the same time, A/B testing was conducted to determine which of the two creative background themes performed better.

Sizmek's contextual targeting was also activated across Auto Parts, Luxury, Sedan, Sports Car, and SUV topics. Here again, distinct versions and messaging were created for each contextual targeting group.

Finally, consumers who landed on Audi promotional pages but did not book a test drive were retargeted with banners featuring relevant car models. A/B testing was also implemented on the retargeting campaign to assess which messages worked best for individual car models. A total of 216 versions were created for the retargeting campaign.

SOLUTION

Use Sizmek Dynamic Creative to increase ad relevance



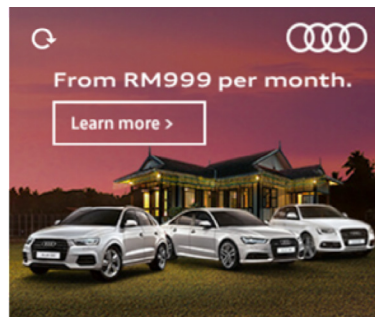
RESULTS

81% more leads / 197% more brochure downloads

Sizmek Dynamic Creative's analysis enabled Audi to optimize its ad creative toward higher performing tactical ad themes and performance-related messaging, increasing the number of book-a-test-drive leads by 81%.

- Book a test drive lead: +81%
- Locate a dealer: +44%
- Brochure download: +197%

What's more, Sizmek Dynamic Creative made this complex versioning and testing strategy cost-effective and easy to produce for Audi, saving about a month of production hours versus what manual production would have taken.



"Making the shift to dynamic creative optimization allowed us to drive significantly better campaign performance because all ads were personalized for the different target audience groups. The Sizmek team worked closely with us to simplify this seemingly complex process, and we look forward to evolving our DCO strategies for the next campaign to drive even better results."

TAN JU-LEEN,
SENIOR MARKETING MANAGER,
AUDI MALAYSIA

"PHD is delighted to partner with Audi Malaysia, Sizmek, and Geometry Global to bring to life the possibilities of heightened smart digital targeting with smart creatives. This campaign proves that personalized marketing against sharp targeting increases brand relevance, which leads to phenomenal results. It is indeed a testament to PHD's ambition of delivering data-driven marketing—a plan designed to deliver to the individual at scale. This wouldn't be possible without a strong integration and the partnership with creatives, technology partners, and the support of our client."

EILEEN OOI,
HEAD OF PHD MALAYSIA

About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients' media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at info.sizmek.com/contact.