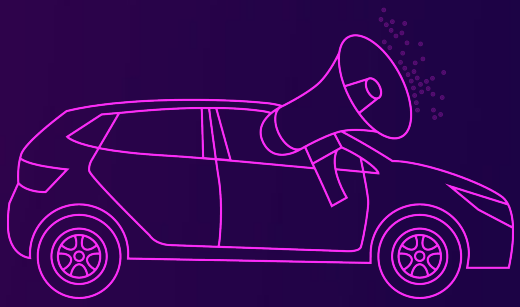

# DRIVING PERFORMANCE:
## How Precision Targeting Improved Campaigns for Automotive Company



## GOAL

To **enhance brand awareness and boost sales** of a leading tyre company car tyres, including both winter and summer models.



## EXECUTION

After discussions with the client, we move on to analyzing the target audience. The first ideas were broad, but they serve as a foundation for in-depth analysis, and identifying new segments.

## TARGET AUDIENCE SELECTION

From OAN's database of over 2,000 segments, we selected audiences best matched with the defined target group.

**The selected segments included:**

- Automotive: Makes and Models: Honda
- Automotive: Makes and Models: Hyundai
- Automotive: Makes and Models: Opel
- Automotive: Makes and Models: Chevrolet
- Purchase Intent : Automotive Industry
- User Interest : Automotive : Automotive Culture
- User Interest : Automotive : Body Style : Sedan

## EXPANDING THE TARGET AUDIENCE

To widely boost the awareness we also identified segments where users were highly likely to own a vehicle and be involved in its maintenance.

**The selected segments included:**

- Family: Family and Parenting
- Family: Pre-School Children
- Finance: Vehicle Insurance
- Shopping: Comparing Products and Prices
- Sport: NASCAR
- Travel: Road Trip
- Fashion and Style: Men's Clothing

## CREATING CUSTOM AUDIENCE SEGMENTS

To optimize the target group, OAN's data science team analyzed data from billions of devices worldwide to develop dedicated segments for this campaign. By examining online behavior and aligning with the client's needs, we created custom audience segments tailored specifically for the campaign, including:



Car part high-spenders



Experienced car drivers



Car influencers' followers



Car mechanics' visitors

## WHICH DEVICES ARE THE BEST FOR REACHING DRIVERS?

Together with the client, we identified two primary channels: desktop/laptop and mobile. These devices enable seamless content consumption and facilitate quick online purchases.

## RESULTS

Our client aimed to boost brand awareness and increase sales with OAN's audience data. Through precise audience targeting and real-time campaign optimization, we achieved results that exceeded expectations.

**-76%**
**CPM**
compared to target groups from the previous provider

**4-8%**
**CTR**
varies by campaign type – branding vs. sales

**9:1**
**ROAS**
for sales campaigns

**-47%**
**CPA**
cutting the Cost Per Action by nearly half

Reach a carefully selected target audience using data-driven insights

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