



**MITSUBISHI
MOTORS**

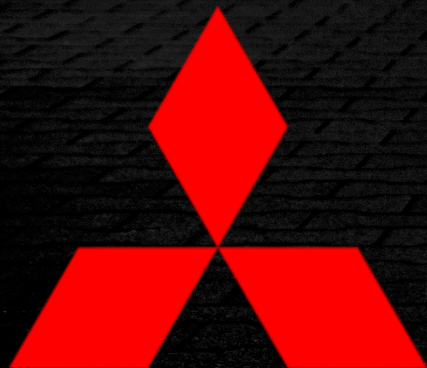


HITSPOT.MEDIA

CASE STUDY

DATA-DRIVEN CAR SELLING CAMPAIGN!
SUCCESS STORY OF PERSONALIZATION
CAMPAIGN FOR MITSUBISHI.





**MITSUBISHI
MOTORS**

WHILE CREATING MITSUBISHI CAMPAIGN WE RELIED
ON CUSTOMER JOURNEY MODELING TO BETTER
UNDERSTAND AND RESPOND TO CUSTOMERS
'DECISION-MAKING PATH.

MAIN GOAL: Increase of efficiency in
transmission to the next stage of the
decision-making path

At various stages of customer journey,
each user was directed towards with a
dynamic ad matched to his stage of the
decision-making path and the choices
made. Having combined information from
the web with CRM data we were able to
automatically display the ad to a given
user including configured car model(with
the preferred color, engine type, and
extra equipment) and direct him to the
chosen dealer. Once the car was bought -
we immediately turned off the user -
directed campaign.

130k

Number of unique displayed ads

300k

Number of users who saw the ads

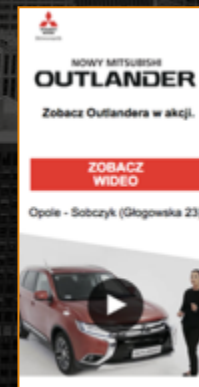
862%

Increase of efficiency in transmission
to the next stage of the decision-making path



We study the level of user's interest in various vehicle models and then direct them to car configurator. From that point we would use the model, colour, type and engine selected by the user in our communication.

Based on the configured model, we display ad directing the user to a test drive registration at the preferred dealer's.



PURCHASE



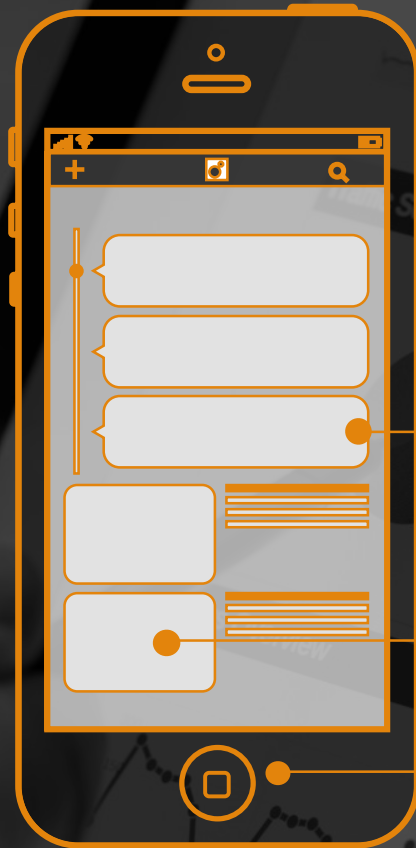
Has the purchase been completed, we switch off the campaign for that customer - we respect his peace of mind and we save the budget.

Once the test drive has finished (automatic information from CRM), we direct users to some independent opinions and car news about the previously chosen model.

Those users who are still waiting for test drive are addressed with the ads directing them to some videos presenting the abilities of the selected model and the support of brand ambassadors.

TECHNOLOGY

KEEPING ACCURATE MEASURES OF COMMUNICATION
MARKETING REQUIRES A COMBINATION OF MANY TOOLS
AND APPROPRIATE TECHNOLOGICAL FACILITIES.



bluerank

The main partner in the field of campaigns in Google ecosystem. DoubleClick campaigns experts.

GOOGLE ANALYTICS

Analytical tool allowing the evaluation of actions taken by users and software automation campaign and scoring.

GOOGLE TAG MANAGER

Tool allowing to create personalized content on site.

DOUBLECLICK

Media buying platform for real-time and dynamic delivery of ads to a single user.

“

MARKETING PERSONALIZATION ALLOWED US
TO **COMMUNICATE MORE EFFECTIVELY**
AND AT THE SAME PROVIDED US WITH
BETTER UNDERSTANDING OF A CUSTOMER.

”

ŁUKASZ WÓJCIK

Marketing & PR Director
Mitsubishi Motors Poland

MIXX AWARDS EUROPE 2017

*PROGRAMMATIC ADVERTISING
SILVER AWARD WINNER*

GOLDEN ARROW 2017

*DISTINCTION IN DIGITAL MARKETING
– INTERNET INNOVATION*



A man in a dark blue suit and red tie is sitting at a desk. He is gesturing with his right hand while looking towards the camera. On the desk in front of him are a laptop, a glass of water, and some papers with charts. The background is slightly blurred.

“

CAMPAIGNS CONDUCTED BY HITSPOT MEDIA ARE
ONE OF THE MOST INNOVATIVE
ADVERTISING CAMPAIGNS **IN 2016 IN POLAND.**

”

PIOTR MARZEC

Head of Platform Sales,
DoubleClick by Google

STAY IN TOUCH

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