

120m impressions makes for a successful mobile advertising campaign

Business need

To launch the new Jaguar XF at the Los Angeles motor show: in a way which mirrors the style, innovation and technological advances of the new model and can be accessed on the move.



The solution

A mobile banner advertising campaign ran across the whole Yahoo! US mobile network on the day of the motor show, as well as at other times on other sites.

The ads clicked through to a mobile internet site* where visitors could read about the design, performance and innovative features of the car or download videos and wallpapers. (*As well as unique iPhone and Android sites.)

Visitors could also submit their email address to receive the XF email brochure or enter their zipcode to locate their nearest dealer to arrange a test drive.



Results

- 900,000 Unique Users
- Average CTR of 0.8% (compared with 0.3% on web)
- CPR = 78p
- Average of 1.4 interactions per session (downloads or FMN dealer)
- 3% conversion rate into test drive request.

