

# **BMW - Case Study**

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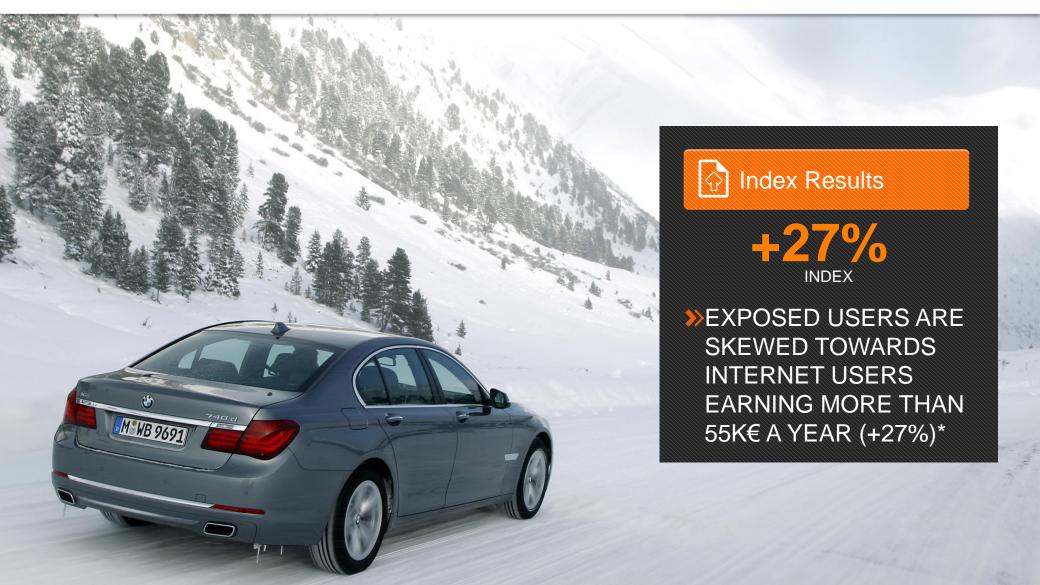
#### BMW's Challenges

- EXPOSING HIGH END AUTOMOTIVE PROSPECTS
- >> ENGAGING NEW USERS ON BMW'S WEBSITE
- BRINGING CLIENTS TO CAR DEALERS AND RUN TEST-DRIVE WITH SPECIFIC CPL

### Criteo's Solutions

- EXPANDING THE RETARGETING CAMPAIGNS TO NEW USERS, IN ORDER TO WIDEN BMW'S ACQUISITION STRATEGY
- TRACKING THE BMW X-DRIVE CAMPAIGN WITH COMSCORE vCE SOLUTION.
- BMW WAS ALREADY USING CRITEO RETARGETING SOLUTIONS PRIOR TO LAUNCHING THIS CAMPAIGN





\*Source: Criteo used comScore validated Campaign Essentials<sup>™</sup> (vCE) to collect audience data for the BMW X-drive campaign run in France, Jan 16, 2013 – Feb 22, 2013 Copyright 2013 Criteo. Confidential.



Index Results



 EXPOSED USERS ARE TWICE MORE LIKELY TO VISIT OEM AUTOMOTIVE SITES THAN AVERAGE INTERNET USERS\*
62% OF EXPOSED USERS VISITED AUTOMOTIVE WEBSITES (INCLUDING OEM)\*

\*Source: Criteo used comScore validated Campaign Essentials<sup>™</sup> (vCE) to collect audience data for the BMW X-drive campaign run in France, Jan 16, 2013 – Feb 22, 2013 26% of exposed users visited OEM automotive sites, whereas the reach for those sites is only 12% among the total internet audience. Copyright 2013 Criteo. Confidential.







- THE ACQUISITION CAMPAIGN GENERATED A +34% UPLIFT IN TEST DRIVES FROM USERS WHO DID NOT VISIT BMW'S WEBSITE PREVIOUSLY, COMPARED TO RETARGETING CAMPAIGNS\*
- NOT A SINGLE IMPRESSION DELIVERED BY THE ACQUISITION CAMPAIGN WENT TO THE EXISTING IN-MARKET PROSPECTS IDENTIFIED ON BMW'S WEBSITE\*
- CRITEO MANAGED TO KEEP THE COST PER LEAD BELOW ADVERTISER'S TARGET



\*Source: Criteo 2013. User segmentation for BMW X-drive campaign run in France, January and February 2013. Copyright 2013 Criteo. Confidential.