



Established in 1995, Webmotors is the biggest online automotive classified brand in Brazil and is known for providing great deals for buyers and sellers alike. But Webmotors is more than a classified. It has a complete portfolio for car sellers and the best automotive content for buyers in need of information for decision-making.



THE RESULTS

↑ 33%

Increase in total conversions using new features like Facebook Newsfeed and DPA, Cross Device and Extended Browser Support.

↑ 44%

Increase in overall conversion volume

↓ 21%

Cheaper cost-per-lead



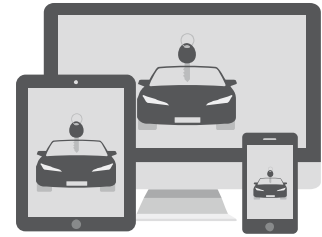
Everything is automated and scalable. I would need an army of employees to go from store to store, but with Criteo I can do it just with a few clicks.

- Rafael Constantinou - Marketing Manager



THE CHALLENGE

Webmotors had three goals for its online classified: generate more relevant ads for the site's sellers and buyers, increase ad responses, and maintain a low cost per visit. The right technology would make shopping for cars more convenient and personalized for users, reducing the time it would take to match a buyer to their ideal car. On top of that, they wanted to collect a significant volume of low-cost leads.



THE SOLUTION

Criteo helped Webmotors get started with two campaigns, one for each type of user – buyers and sellers. By keeping more of the focus on buyers, Webmotors could create a boost in ad responses that would bring more sellers to the website.

Webmotors increased new leads by 44% in 2015, while reducing their cost per lead by 21%. After turning on solutions like EBS, Facebook DPA, Newsfeed and Cross Device, Webmotors saw a high volume of traffic to their site at a low cost per visit.

The relationship between the two companies is key to Webmotors' success. They have access to all the reports and analysis that Criteo frequently pulls to help optimize campaigns. Account service and frequent touchpoints ensure that Criteo really understands Webmotors' business goals and that improvement never stops.

Webmotors has seen such great performance with Criteo Dynamic Retargeting that the classified is now exploring adding the solution to regional affiliate sites such as Meu Carango.

