



# BMW - Case Study

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# BMW X-DRIVE CAMPAIGNS CHALLENGES & SOLUTIONS

## 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





# BMW X-DRIVE CAMPAIGNS CHALLENGES & SOLUTIONS



## Index Results

**+27%**

INDEX

» EXPOSED USERS ARE SKEWED TOWARDS INTERNET USERS EARNING MORE THAN 55K€ A YEAR (+27%)\*

\*Source: Criteo used comScore validated Campaign Essentials™ (vCE) to collect audience data for the BMW X-drive campaign run in France, Jan 16, 2013 – Feb 22, 2013  
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# BMW X-DRIVE CAMPAIGNS CHALLENGES & SOLUTIONS

## Index Results

**X2**  
INDEX

- » 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™ (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.

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## Acquisition Results

# +34%

TEST DRIVE

- » 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.