

BOOK MY 

CASE STUDY



Summary

Published Newspapers : in 6 cities (Multilanguage)

Leads Generated : 500+

High Sales Conversion : Second Hand Car Sales

Client Requirement

CarDekho.com aimed to increase second-hand car sales in Delhi, Mumbai, Bangalore, Kolkata, Ahmedabad, and Chennai. They sought a newspaper ad campaign to generate leads and enhance brand recognition by highlighting their new Car Dekho Trustmark feature in regional auto markets.

Brand : CarDekho.com

Product : Classified ad campaign for lead generation for second-hand cars

Budget RS. 35 LACS*

Advertising Goals



Lead Generation

Objective

The objective was to utilize BookMyAd's platform for a targeted newspaper ad campaign, spanning three months and consisting of 210 insertions, to boost second-hand car sales through CarDekho.com in the specified cities.

Strategy

Leveraging our expertise, BookMyAd strategically placed the ads in the display ad sections and automobile-specific segments of newspapers in each city. The campaign incorporated multiple language ads to create a personalized connection with potential customers, emphasizing the reliability of Car Dekho Trustmark.

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Results

BookMyAd, India's renowned and No. 1 Newspaper Ad booking online platform, collaborated with CarDekho.com to increase second-hand car sales in six major cities.

The campaign achieved impressive results, generating 500 leads with a high sales conversion rate.

The strategic newspaper ad campaign significantly improved CarDekho.com's brand recognition and prepared them for the escalating market demand. BookMyAd's role in implementing targeted newspaper ad campaigns proved vital in enhancing lead generation and driving sales for used second-hand cars through CarDekho.com.

Thank you



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