

BOOK MY 

CASE STUDY



Mercedes-Benz

Summary

Total reach	:	15 Lakh
Clicks & engagement	:	75000+
Unique Leads	:	850+

Client Requirement

The Automotive sector is facing a sea change driven by factors like digital transformation and pushing dealers/ vendors to become part of the digital race due to escalated demand and stiff competition.

Our clients come to us asking for the best possible ways to place advertisements, acquire potential leads, increase site traffic, Social Media presence, visibility and efficient ad campaigns to acquire maximum reach for their assets.

Brand : Mercedes

Product : Auto Mobile

Budget RS. 8 LACS MONTHLY*

Advertising Goals



Lead Generation



Get test Drive

Objective

For Mercedes Benz, our main aim was to expand their online presence via Social Media and run a successful ad campaign to help them target audiences of particular demography and age. To exceed growth goals for both acquisitions, such as acquiring new audiences, leads who would become potential closure clients.

Strategy

We used programmatic advertising for both our clients to target audiences and increase their reach, which would give them at least one closure a month. We also created a dedicated social media strategy for them to increase their visibility and presence on various social channels, which in turn helped them garner views and increase traffic to the website.



Results

With the help of programmatic advertising, we were able to increase our performance. We were awarded the best agency in terms of performance by Mercedes India for generating more than 3000 valid leads during COVID.



15 Lakh

Ad-impressions served



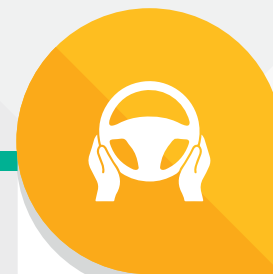
75,000

Clicks and engaged users



850+

Unique leads



350+

People took test drive in same month

*To honor the confidentiality of our client, the above-mentioned range is closest to the values achieved.

Thank you



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✉ sales@bookmyad.com

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