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CASE STUDY

PORSCHE

Summary

Total reach	:	5 Lakh
Clicks & engagement	:	25000+
Unique Leads	:	350+

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	: Porsche
Product	: Auto Mobile

Budget RS. 5 LACS MONTHLY*

Advertising Goals

Lead Generation

Get test Drive

Objective

For Porsche, 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.
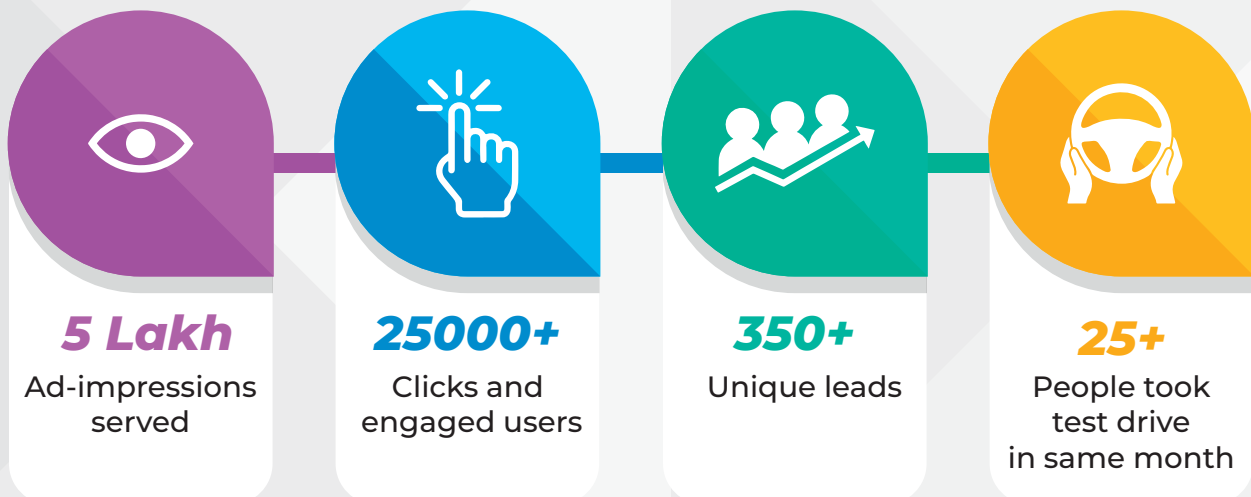
Strategy

We used programmatic adverting 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 their traffic for the website.

The new Taycan.
Soul, electrified.

Dare Forward.
The new Macan.

Results

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

5 Lakh
Ad-impressions served

25000+
Clicks and engaged users

350+
Unique leads

25+
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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