

BOOK MY 

CASE STUDY



ŠKODA

Summary

Total reach	:	40 Lakh
Clicks & engagement	:	40000
Unique Leads	:	4500

Client Requirement

Skoda Auto India, a leading automobile brand, sought to enhance visibility and branding for their products and generate a substantial number of leads.

Brand : Skoda Auto India

Product : Campaigns to create visibility and branding for the products of Skoda

Budget RS. 8 LACS MONTHLY*

Advertising Goals



Brand Visibility



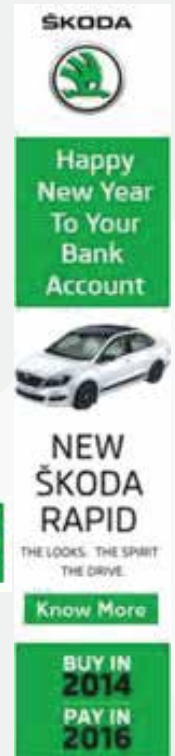
Get test Drive

Objective

The objective was to create demand in the market for Skoda by leveraging digital marketing strategies and various mediums, such as Google AdWords, media buying, and emailers. The primary goals were to increase brand visibility, generate leads, and ultimately drive sales for the company.

Strategy

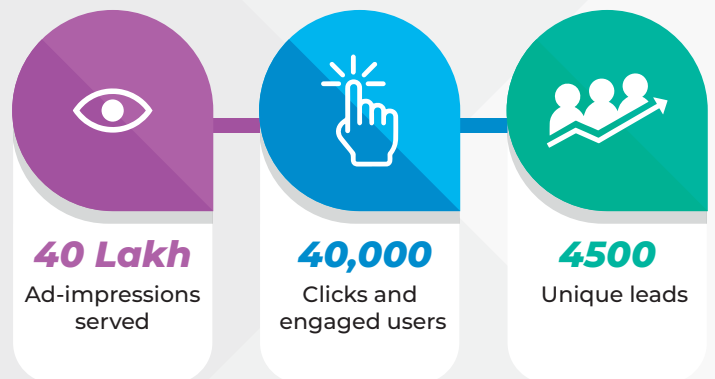
We devised a comprehensive strategy to meet the client's objectives. We utilized Google AdWords to target customers actively searching for automobile-related keywords. They conducted media buying for strategic ad placements on relevant online platforms. Personalized mailers were sent to segmented email lists. Campaign-specific landing pages and banners showcased the unique features of Skoda's cars. Ongoing monitoring and optimization ensured campaign success.



Results

BookMyAd's collaboration with Skoda Auto India achieved impressive results. The campaigns reached a wide audience, enhancing brand visibility. They generated 400 leads and a 3.5% sales conversion rate, directly impacting vehicle sales. BookMyAd's efforts delivered a positive return on investment and positioned Skoda for increased market demand.

We played a vital role in implementing targeted digital campaigns, resulting in improved brand awareness, lead generation, and sales for Skoda Auto India.



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

Thank you



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