

Case Study: The New Mercedes Citan

Raising awareness with highly impactful homepage formats

Reach

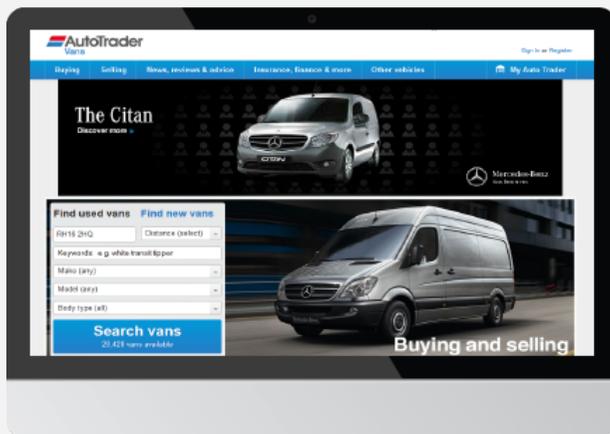
The campaign was seen by 94,696 unique users in August and September 2014

Relevance

Auto Trader is a great fit for the Citan. Where strong levels of users are driven to the Mercedes site.

Response

An uplift of 44% of traffic from AT.co.uk to Mercedes



The background

The Mercedes-Benz Citan is the final piece in the jigsaw. Mercedes now have a model in every panel van sector. The Mercedes-Benz Citan is first product to be born of Merc's joint venture with Renault. You get three lengths and three model variants to choose from. Citan offers considerable brand appeal, as well as a great driving experience.

However Mercedes have been losing ground in terms of market share to a number of key competitors. They have identified 2014 / 2015 as a time frame to focus and make inroads into gaining share. Auto Trader was chosen as a key partner, in order to raise awareness and utilise the newly redesigned homepage takeover environment.

The challenge

With increasing market share across the Vans sector a high priority for Mercedes, raising consideration and driving purchase intent for the Citan were the key objectives for this campaign.

The solution

With the Citan campaign timing perfectly with the launch of the newly re-designed Auto Trader Vans homepage, this was an opportunity not to be missed. Auto Trader created a proposal which enabled Mercedes to become our launch partner, this opportunity included a Tier 3 takeover.

This utilised a large format in order to gain great creative cut through and high impact on the homepage, generating awareness and traffic to the Mercedes site.

The results

This campaign launched the newly re-designed Auto Trader Vans Homepage.

Run dates: 26th August – 2nd September 2014

Tier 3 creative package

- Strong interaction with a CTR of 0.81%
- 213,480 impressions
- 1,739 clicks
- 94,696 unique users

Old vs. New HPTO Formats

	Imps	Clicks	CTR
Mercedes	213,480	1,739	0.81%
Competitor Marque – Leaderboard / MPU & Skin	334,572	2,438	0.12%

Mercedes Vans ran a Billboard creative vs. a comp HPTO, which ran all three formats.

The comp HPTO drove more impression with 3 formats, however when looking at the volume of traffic driven by the Mercedes Billboard on its own - it drove more traffic than the leaderboard in isolation – 1259% uplift in traffic, which is really strong.

When comparing all three formats vs. the Mercedes Campaign, the Billboard drove 71% of the traffic of the Comp Marque campaign on its own. The Billboard has really strong stand alone presence as a HPTO and is more effective than the previous 3 formats.

The skin drove 83% of the traffic on the Comp HPTO. AT have seen that introducing the Billboard into the HPTO design has brought more balance into the campaign engagement with the Billboard now obtaining from 40 - 70% of the traffic (Cars HPTO), we expect the Van HPTO's to follow suit.

