

Continental Motores Case Study

Pilot Campaign: Location & interests branding
awareness campaign for Volkswagen SUV's.

Footfall Campaign: Hyper-local footfall campaign for
Continental Motores car dealership in Guatemala city.



Continental
Motores

Intro

Continental Motores

About

Continental Motors Group, S.A. was founded in Guatemala City with the purpose of importing, distributing and selling new Volkswagen brand vehicles.

Today the company represent brands such as Volkswagen, Volkswagen Trucks and Buses and recently JIM in Guatemala and also operates in El Salvador.



Pilot Campaign Goal

Branding and awareness for the Volkswagen SUV's. Generating traffic and awareness for Continental Motores website from relevant audience interested in the Volkswagen brand in Guatemala.

Footfall Campaign Goal

Generating foot traffic to the main car dealership of Continental Motores in Guatemala City. The client had an important Volkswagen promotion sale done at this time.

Pilot Campaign Audience & Targeting



Budget

\$10K



Creative Types

Display, video, Native, Video- In-App & Mobile Web.



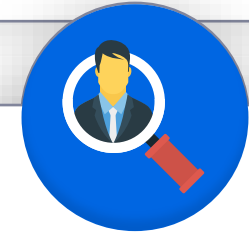
Location

Guatemala country
(focusing on Guatemala city)



Age Range

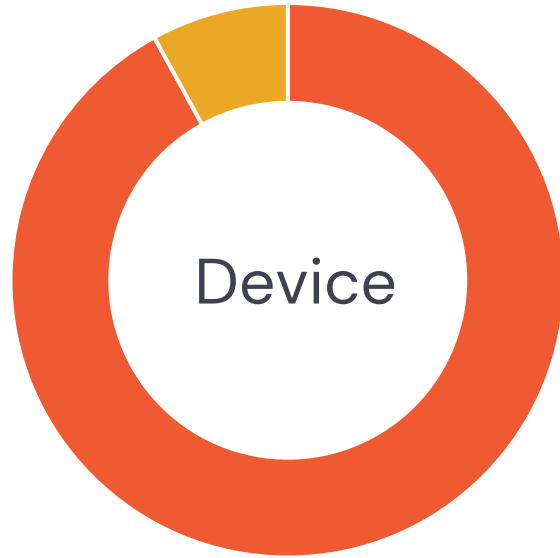
Above 18



Interest

Luxury cars lovers , Outdoor Enthusiasts, Environmentally and family oriented.

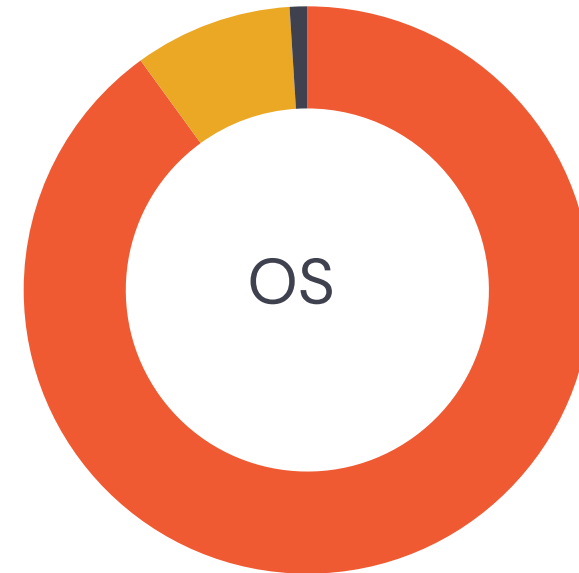
Audience Technology Performance



Mobile: 92%



Tablet: 8%



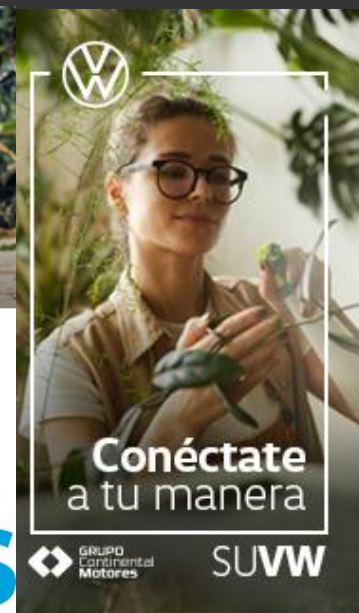
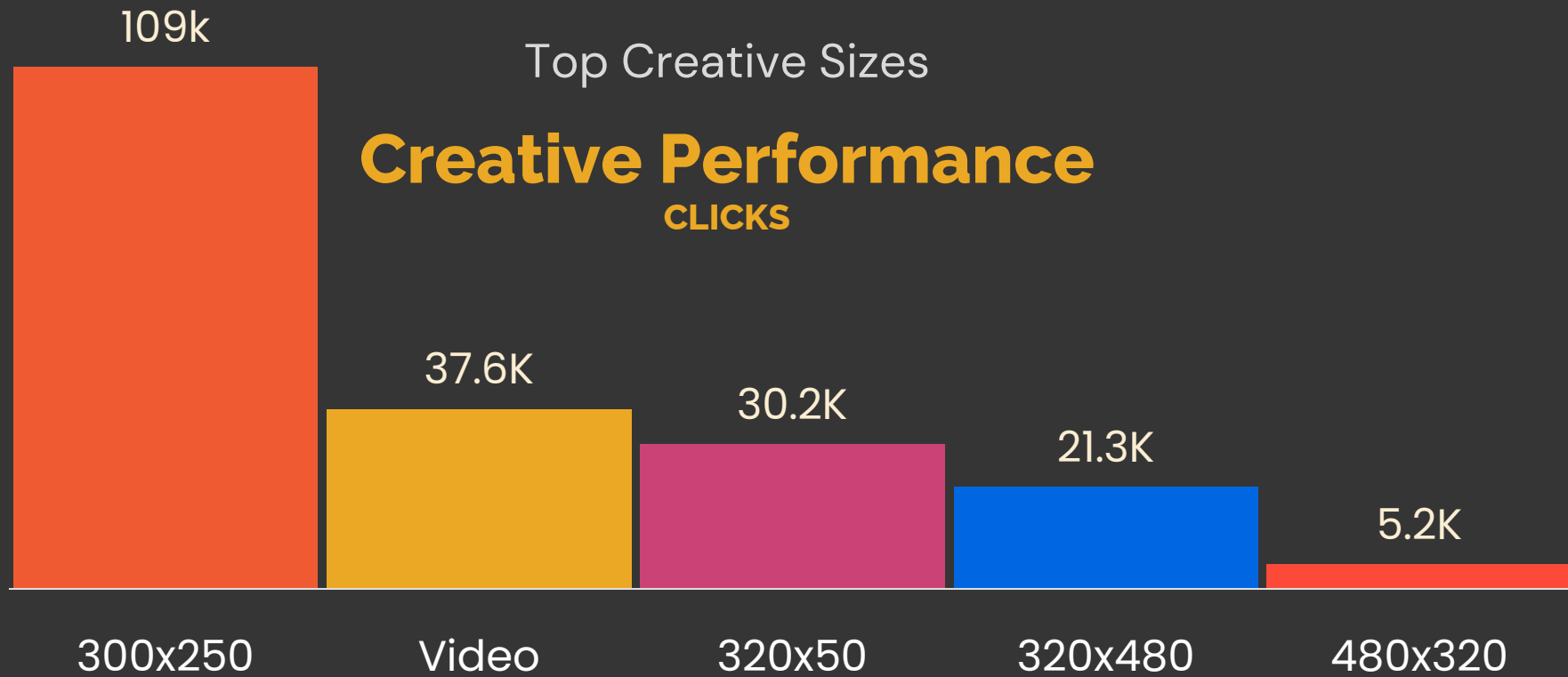
Android: 90%



iPhone: 9%



Other: 1%



FootFall Campaign Targeting



Location: Hyper-local targeting – the area of Guatemala City. Footfall is all about location, showing our ads only in the relevant area for the client. And checking who saw the ad and later on visited in the car dealership.



Age Range: 18 and above



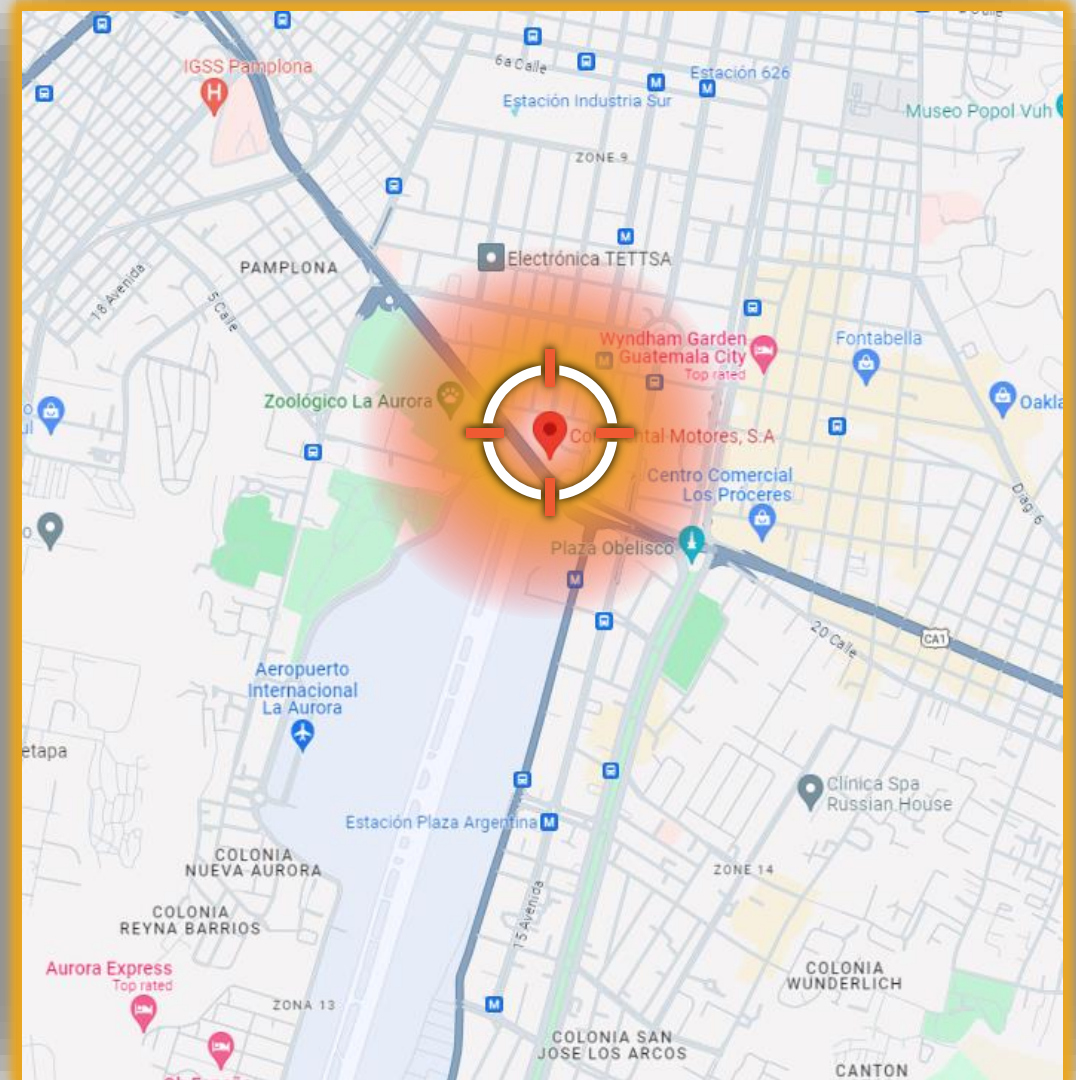
Duration: 34 Days



Budget: \$3,500

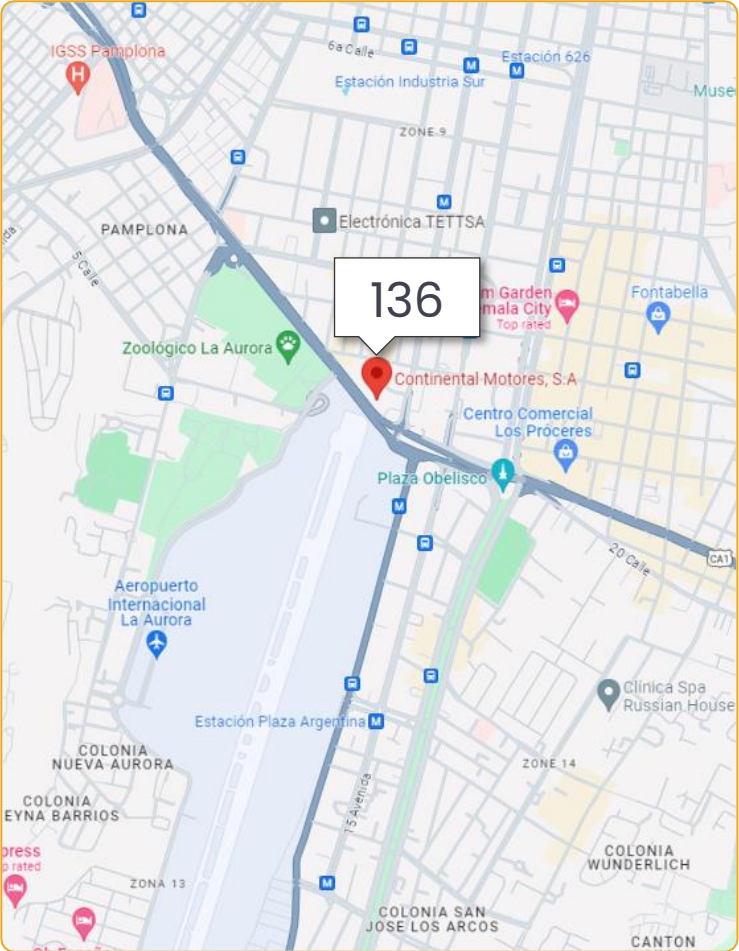


Creative Types: Display In-App ads



Campaign Performance

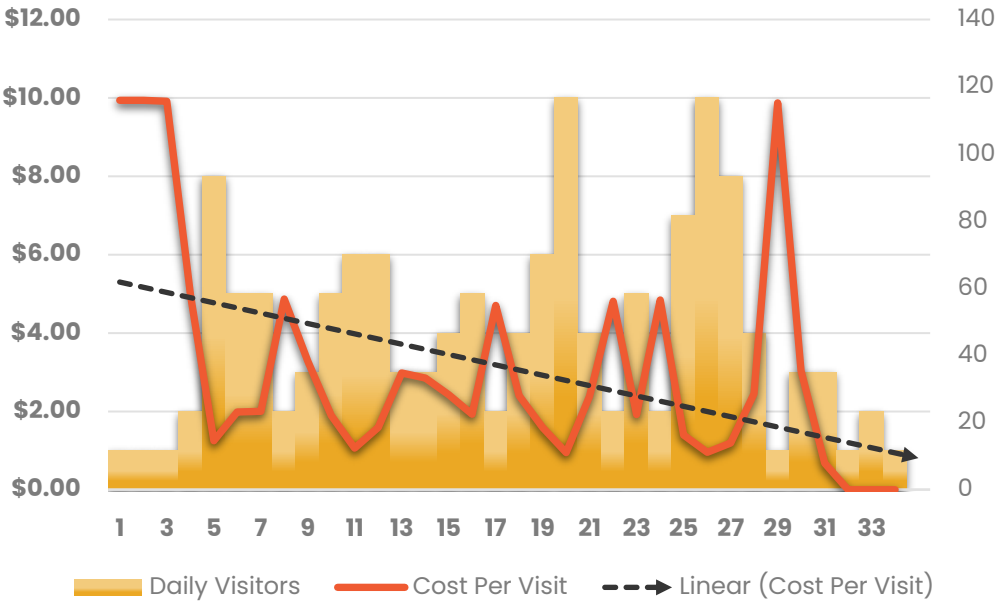
Store Visits



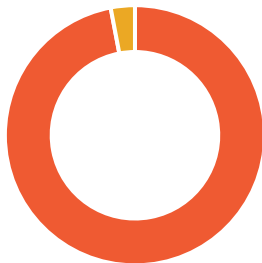
Trends

Two clear trends can be seen throughout the campaign.

- 1. The cost per visit was significantly reduced.
- 2. The daily number of visitors significantly increased.



Operating System



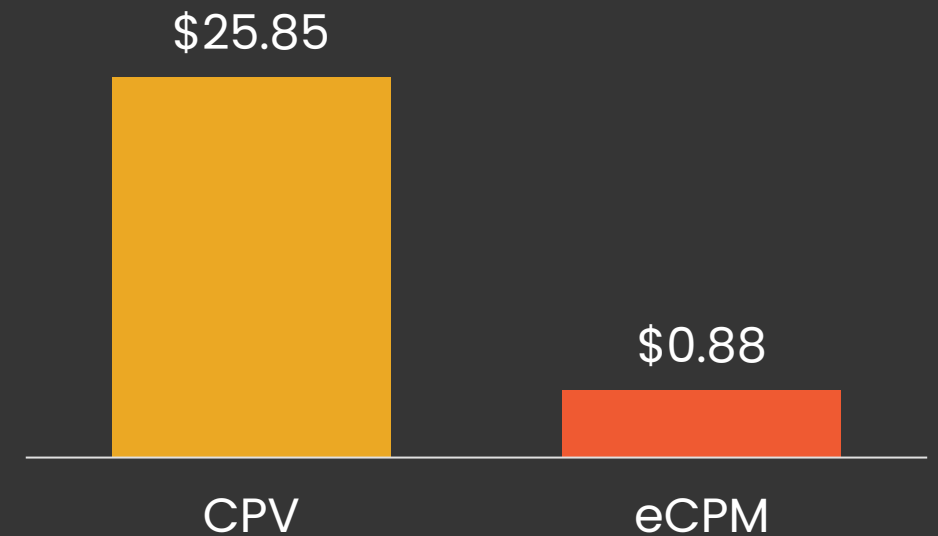
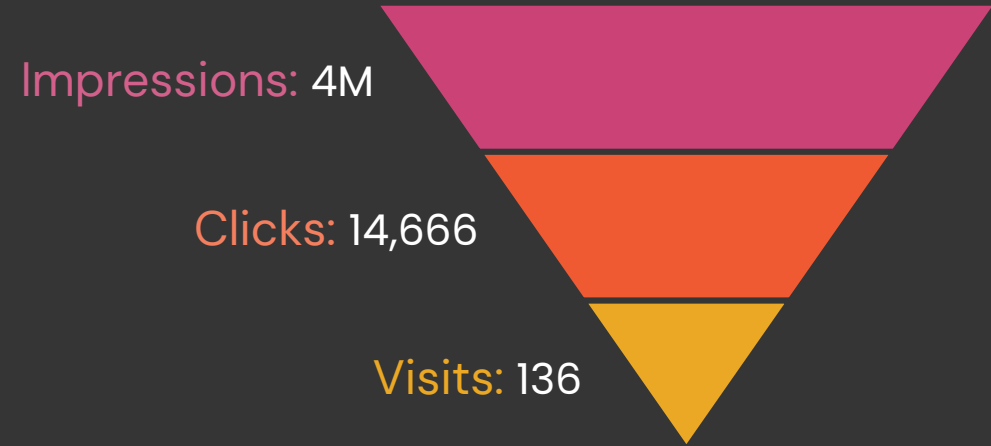
Android: 97%



iOS: 3%

Results

- ✓ The cost per visit in Continental Motores car dealership was \$25.85.
- ✓ Benefits of a footfall campaign is generating traffic to your website in addition to foot traffic to your store.
- ✓ In this case, the client received hyper-local traffic in CPC cost of less than \$0.25.
- ✓ Retargeting data, the client was able to collect important intel for his next, branding, footfall or performance campaign.



Following receiving initial data and feedback from the client

ROI

Key Metrics:

- ❑ Paid Reservations: 12
- ❑ Unpaid Reservations: 6
- ❑ Value per Paid Order: \$3,000
- ❑ Budget Spend: \$3,500



Key Metrics:

- ❑ Total Revenue: \$36,000
- ❑ Net Profit: \$32,500



ROI = 928.57%

Strategic Recommendations

1. Run an ongoing monthly footfall campaign to improve cost for visit, clicks & CPM.
2. Run a retargeting campaign for clickers using your collected data.
3. Explore performance of video creatives in footfall campaigns.
4. Implement pixel and SDK for better optimization results.