



Beyond the ice age! Peugeot MPVs are gaining momentum

The Annalect Group and nugg.ad reduce Peugeot's cost per lead by 27%



French automotive manufacturer Peugeot ran a large-scale display campaign to coincide with the premier of "Ice Age 4", which was distributed through the portfolios of three premium publishers. Backed by sabre-toothed squirrel "Scrat" and planned by the Annalect Group Germany GmbH, Peugeot's MPVs were skilfully presented. The aim was to increase lead generation and reduce the cost per lead. To achieve this, Peugeot invested in external target group sectors, which were provided by nugg.ad Data Solutions.

CAMPAIGN

The advert (fig. 1) was distributed using three publishers over a period of four weeks. The nugg.ad Open Targeting Platform™ ensured that each portfolio was intelligently networked. Furthermore nugg.ad used its Data Solutions to provide external data. It ensured accurate targeting of the required audience, "Potential buyers of estate cars, minivans or minibuses", in the selected partner networks.

In addition to specifically addressing the target group, and the associated avoidance of spread loss, a key focus of the campaign was increasing leads – for instance test drives – as well as minimising acquisition costs per new customer (cost per lead).

RESULT

The result speaks for itself! In comparison with the average, the cost per lead was reduced by more than 27%, with the conversion rate rising by 7.9%. Admittedly extra expenses were incurred for the use of external data alongside the media costs – however the target group was reached so precisely and efficiently by nugg.ad that the acquisition costs per new customer were significantly lower. So all in all it was a win-win situation!

"Using nugg.ad Data Solutions in combination with the Open Targeting Platform was absolutely worth it, and the campaign has exceeded our expectations by far. We would be very keen to do this again", says Doris Lambert, Media Manager at Peugeot.



fig. 1

	CONTROL GROUP	nugg.ad DATA MANAGEMENT PLATFORM
REDUCTION OF COST PER LEAD (CPL)	X	x - 27%
GOAL	Increasing leads whilst reducing cost per lead	
PRODUCT	nugg.ad Data Solutions and distribution across the Open Targeting Platform™	
TARGET GROUP	Potential buyers of estate cars, minivans or minibuses	

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