

Data Driven Marketing drives more Brand Awareness for Hyundai Verna

New 2018 VERNA Indian Car of the Year



Also available in 1.4 Petrol (Starts at ₹7.79L*)

VERNA



CHALLENGE

Hyundai Verna is a well known face in Indian Automobile. Hyundai had a challenge on how to increase Brand Awareness for the New 2018 Verna, and convert the prospects with Free Test Drive.



SOLUTION

Tailor Made, Data Driven, model was created consisting of several targeting parameters including User Appography info, location, timeline, and also promotional message designed through different creatives. Using our Data Model we helped Hyundai to identify core user segment to drive more Test Drive for the New 2018 Verna.



RESULTS

Within 45 Days, With Tailor Made Data Model by MoMagic, we built a core customer model which drove 4.1M Impressions that converted into 115K Clicks with 2.82% CTR for Test Drive.

4.1M+

Impressions

115K

Clicks

2.8%

CTR



Targeting Techniques used to Grow Success with Conversions

The Targeting techniques coupled with the Tailor Made Data Model conceptualised along with the campaign ensured conversion to increase the Test Drive takers for Hyundai Verna 2018.

User Attribution in terms of App Detection of what all apps he has, how many times does he uses the app, what kinds of ads he clicks & through online transaction records was created to ensure effective targeting.

With Appography, Targeted users who have Auto, Financial News App & other travel apps for better results. This ensured a better audience who are prospects of using this segment Car.

Campaign targeting to the users who are using Premium Smartphone Handset priced >INR 20K ensured to get higher CTR for Test Drive Booking and hence more conversions.



MoMagic Leads to Bookings, Conversions and a Lot More Traffic

Partnering with MoMagic, in 45 Days, Hyundai obtained 4.1 M + Impressions that converted into 115K Clicks. 2.82% of those users decided to try and use Hyundai Verna, leading to significant increase in Test Drive Booking.

After successful targeting of prospects, & analyzing the different user data to create a Tailor Made model, Hyundai has been able to grow significantly using MoMagic as their Preferred Digital Partner.

