

# PEUGEOT TURKEY UNIFIES ITS DIGITAL MARKETING TO REDUCE COSTS AND IMPROVE CROSS CHANNEL DECISION MAKING



%15 MONTHLY DROP IN  
COST PER LEAD ( CPL )



%98 REDUCTION IN  
CREATIVE COSTS





PEUGEOT

#### About Peugeot

PSA Peugeot Citroen is French multinational manufacturer of automobiles. Over 200 years of history. Headquartered in Paris. [www.peugeot.com](http://www.peugeot.com)

#### About Accuen

Omicom Media Group's trading desk for programmatic media. Accuen Turkey services OMD Turkey's clients with data driven programmatic campaigns for branding and performance. [www.accuenmedia.com](http://www.accuenmedia.com)

#### About Resolution Media

Performance media agency of Omnicom Media Group. Resolution Turkey provides search engine marketing, optimization and analytics consultancy. [www.resolutionmedia.com](http://www.resolutionmedia.com)

## case study - DoubleClick Digital Marketing

### PEUGEOT TURKEY UNIFIES DIGITAL MARKETING TO REDUCE COSTS AND IMPROVE CROSS CHANNEL DECISION MAKING

#### THE GOALS

- Reduce cost per lead (CPL)
- Lower operational costs and increase productivity
- Gain insights into Peugeot consumer's online behaviour and accumulate 1st party data

#### THE APPROACH

- Unify its digital advertising using DoubleClick platforms
- Use dynamic creatives to reduce number of banners
- Operate campaigns on an always-on basis

#### THE RESULTS

- Lowered CPL by an average of 15% per month
- Reduced creative costs by 98%
- More accurate insights into customer journey using attribution modeling



*“ To be able to gain insights on the user journey from a display impression to a search query, from a click on Facebook Exchange to a click on standard display and optimise towards the best performing day part, site and creative size was an exciting prospect that became a reality.*

Alp Ayhan, Manager of Accuen and Resolution Media Turkey

## An Integrated Solution for Peugeot

The clearest online advertising KPI in the automotive industry is either Cost Per Unit or Cost Per Lead, both of which require a collaborative and unified approach across all channels to be optimised and lowered.

Accuen and Resolution’s Turkish operations were able to take advantage of the three way global relationship between Peugeot, Doubleclick and Omnicom to deploy what was needed: a “full stack” marketing suite.

This involved the use of the following Doubleclick Digital Marketing components:

- Doubleclick Search (DS), for advanced, real-time, cross-engine search management
- Doubleclick Campaign Manager (DCM) for reporting, attribution modelling and ad serving
- Doubleclick Bid Manager (DBM), as the demand side platform to access the programmatic media space
- Doubleclick Studio, for the creation of rich media banners that are dynamically updated based on the user that is viewing them

This set up enabled Accuen and Resolution to cross target traffic from different channels. It also meant that without any additional technical integration, customer path analyses were possible in DCM’s Reporting and Attribution interface.

“We all know that the customer journey towards filling out a test drive form is a multi-touch one”, says Alp Ayhan, Manager of Accuen and Resolution Media in Turkey. “To be able to gain insights on users from a display impression to their search query, from a click on Facebook Exchange to a click on standard display and optimise towards the best performing day part, site, creative size and much more was an exciting prospect that became a reality.”

**“** *The fact that we could create a single template that fitted our brand guidelines and populate it with a different vehicle’s image depending on who was viewing it, all in real time, was something we had to on-board quickly.*

- Berkan Tunaboylu, Peugeot Turkey Marketing Supervisor

## The Intersection of Dynamic Creatives and Data

Peugeot Turkey’s Marketing Supervisor Berkan Tunaboylu was greatly pleased when he found out that using dynamic creatives in Peugeot’s always-on real time bidding display campaign would save the marketing operation 98% on creative costs. “The fact that we could create a single template that fitted our brand guidelines and populate it with a different vehicle’s image depending on who was viewing it, all in real time, was something we had to on-board quickly.” From 11 sets of creatives for each model, Accuen Turkey now only had to traffic two sets into its display campaign.

## Search to Display Remarketing

Using Doubleclick Search’s Remarketing Lists, it’s possible to create segments of visitors who clicked on an ad but did not convert. These segments are very valuable as they reveal the user’s intent and provide the advertiser the opportunity to show them highly relevant creatives through retargeting. “Search advertising is a great channel at the bottom of the funnel, but what about those who prolong the conversion funnel without converting? We have been retargeting them across display exchanges including Facebook Exchange, to great success”, says Ayhan. “When we retarget segments of users who have searched for “Peugeot 308” for example, we do this dynamically with the Peugeot 308 vehicle and through a higher CPM bid in DBM.

## DoubleClick

Google’s DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world’s top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, DoubleClick products help customers execute their digital media strategy more effectively.

[www.doubleclick.com](http://www.doubleclick.com)