

# VideoAds Drive Action for a Luxury Auto Dealer

## Case Study



Mercedes-Benz



### A luxury auto dealer in Virginia

Announcing a new model car is always good news in the auto industry. Combine that with a new 2010 affordable luxury SUV model from one of the world's premier luxury brands and you've got a headline!

#### Objective

A luxury auto dealership wanted to achieve several goals with one advertisement. The dealership wanted potential customers to:

- Learn about the new 2010 luxury car model priced at an affordable \$35K.
- Realize that they could come into the dealership to test drive the new model.
- Understand that they could see and try the new model at either of two convenient dealership locations.

#### Methodology

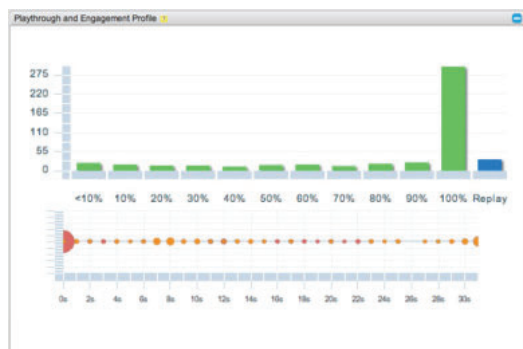
Knowing that online video was an especially effective way to communicate multiple messages, the luxury dealership took an existing 30-second television commercial showing a "virtual" test drive of the new model and customized it by adding four interactive overlays:

- One overlay promoted the northern dealership location. Another promoted the new southern location.
- A third encouraged viewers to inquire about special promotions.
- A fourth invited viewers to sign up for a test drive of the new model.

#### Results

VideoAds make display ad units **high impact** and offer so much more than regular display ads. VideoAds engage potential customers – letting them interact with your brand, drive direct response, and build brand exposure (without forcing viewers to leave the page). The clicks they do generate are more qualified ones. Regular display ads only offer clicks away from the page and, consequently, disrupt the viewer experience.

- Engagement rates were 3 times better than the clickthrough rates (CTR) achieved by typical display ads.
- In one week, the VideoAd generated more than 90 clicks and almost 100 interactions (replays, full screen views, and more).
- On average, viewers watched nearly 70 percent of the 30-second VideoAd and 40 percent of viewers watched all the way to the completion.
- This VideoAd campaign delivered a \$5/engagement ROI. Typical ROI for display ads is \$13/click.



As the green bars demonstrate, viewers were highly engaged with the VideoAd. Forty percent watched the VideoAd to completion. The orange circles represent, visually, the high level of activity that occurred throughout the VideoAd.



office +1 888.962.1110  
fax +1 206.774.0280

1809 7th Avenue, Suite 1550, Seattle, WA 98101  
www.mixpo.com