

CASE STUDY

Performance Marketing

ŠKODA

CLIENT:



SECTOR: AUTOMOTIVE

BACKGROUND STORY

When Skoda and other members of the Volkswagen Group need to sell cars in the United Arab Emirates, they rely on NEXA. Due to the impact of the current economic situation on new car sales, Skoda had an excess of Kodiaq vehicles in stock.

To address this, NEXA implemented a series of campaigns to raise awareness of the car and its features, encouraging potential buyers to schedule test drives and ultimately driving sales.

The 2 month long campaign was implemented on Google search and social media ads to generate leads. At the end of the campaign, it had generated over 100 leads.

OBJECTIVES

Sales Qualified lead generation targeting those ready to take a test drive and purchase the Skoda Kodiaq vehicle. Leads needed to be "sales-ready" due to surplus inventory

CHALLENGES

- Legacy brand issues
- Very few Skoda vehicles are on the road and visible in the UAE
- Market downturn has reduced the demand for new cars

SOLUTIONS

- Creation of high quality branded creatives for use within the campaigns
- Setup and launch of marketing campaigns using Search & Social Media
- Targeting of specific audience demographics based on Skoda research & data
- Campaign assets portraying vehicle technology to build brand credibility

RESULTS

2,561,630 impressions

10,009 clicks and swipes

153 leads

2 month campaign

10K landing page visits

153 sales qualified leads

\$34 cost per qualified lead