

# In-app advertising Case Study: Auto

How auto manufacturers use APEX Mobile Media and its leading in-app mobile advertising capabilities to target auto-intenders accurately.

## Overview

Recent shifts in consumer shopping habits, influenced by covid-19, have created a larger demand for personal vehicle ownership in Canada. Within the first month of a national lockdown, Canadian rideshare usage decreased by 65%, while 81% of Canadians no longer used public transportation. In contrast, the number of mobile users grew as consumers began spending more time browsing, shopping and distracting themselves on mobile apps.

This shift in consumer behaviour has created a greater need and demand for a digital and barrier free solution that enables automotive manufacturers to promote and engage buyers on mobile; that platform they are most active on.

As a leader in mobile in-app advertising that specializes in providing tech driven advertising solutions, APEX previously achieved results for two of the world's top auto manufacturing brands by delivering ad campaigns to consumers on mobile. These campaigns were individually designed to drive help drive digital and foot traffic while creating awareness for new inventory and promotions. These same tactics can be leveraged today as consumers continue to shift to a digital and mobile first world while many others are ready to return to in-store shopping.



### Shift in consumer behaviour

- Mobile app usage grew 40% YOY in the second quarter of 2020
- 200 billion hours spent in-app during Q2 2020
- \$27 billion in consumer in-app spending Q2 2020
- 35 billion app downloads<sup>2</sup>



### The Mobile In-App Advertising Opportunity:

- Brand safe advertising with 100% visibility
- Intuitive targeting opportunities
- Expansive and Rich Advertising
- Reach millions of Canadians with purchase influence



# Approach

APEX placed high-quality videos and banners inside mobile game units and other apps. The ads were displayed to highly targeted mobile user segments that were designated as auto-intenders based on app usage, apps on device, and foot traffic history. The video and banner ads were delivered in-app using un-intrusive methods such as rewarded video and strategic banner placements. The strategy behind the ad campaigns were crucial in helping auto brands connect with the right audience while ensuring that click throughs and views were maximized.

## Hyper-accurate targeting

Mobile users were targeted based on previously visited locations, such as: competitor dealerships, and places of interest that fit the customer profile, and proximity to local dealership locations.

## Enriched user data

Using Alpha inventory, activated through Kocahva, APEX was able to build accurate enriched user identities and audiences on mobile. APEX account managers measured and optimized campaigns on the fly for even greater campaign success.

## Sponsorship Overview

The first campaign, for a popular pick up truck, were banner ads targeted towards English speakers in Canada and distributed nationwide on various apps of interest to the consumer. The second campaign were brand driven, composed of videos and targeted both English and French speakers across Canada. The video ads were distributed across many apps, including premium mobile gaming apps by EA such as: FIFA, Madden, NBA Live, Need for Speed, Real Racing 3 and UFC.



## Results

**Ad unit:** Banners  
**Vehicle type:** Pick up truck  
**Targeting:** National English speaking  
**Strategy:** Geoaudience, Geofence, Geocookie  
**CTR:** .47%  
**Impressions:** 101.05%



## Results

**Ad unit:** Interstitial, rewarded video  
**Vehicle type:** Fleet/Multi-model  
**Targeting:** National, English/French  
**Strategy:** POI, app & gaming targets  
**CTR:** 1.62%/1.68% (English/French)\*  
**VCR:** 94%/93% (English/French)\*

## Conclusion

In order to deliver high quality content to quality audiences, brands need to have access to premium mobile demographic user data, and accurate location data that can be used to target quality audiences in environments where they are already engaged. Access to third party attribution is also crucial in giving brands the ability to measure the delivery of their ads, and how it translates with audiences. APEX Mobile Media combines these elements to help premium brands across Canada achieve marketing and business success.