

## Tier III Automotive

Case Study – Auto – U.S.

### Objective

- Promote sales event

### Targeting

- Auto Intenders
- 20 mile radius around dealership
- 12 mile radius around 2 competitor dealership lots

### AdMessage

- *Toyota Summer Sales Event! 2016 Toyota Corolla as low as \$159 per month and Camry as low as \$189 per month. Tap here NOW for details! Saving you money!!*
- *GET the REAL DEAL! 2016 Camry SE as low as \$169/mon. and Corolla S Plus only \$139 per month. No hype, gimmicks or surprises! Tap here NOW for more details!*

### Tap Action

- Tap to site

### Results

- 1.70% Tap Rate (compared to Auto average Tap Rate of 1.12%)
- Advertiser is very happy with results and regularly renews

A white smartphone mockup displaying a weather app interface. The screen shows "YAHOO! WEATHER" at the top, "New York" with a location selector, "NY, United States", a cloudy sky image, and temperature "40° 127°". At the bottom, a red banner ad is visible with the text "per month and Camry as low". A red speech bubble with the text "Tap to Site" points to the ad.

Tap to Site