

PPC



Native Ads for Care by Volvo

V O L V O

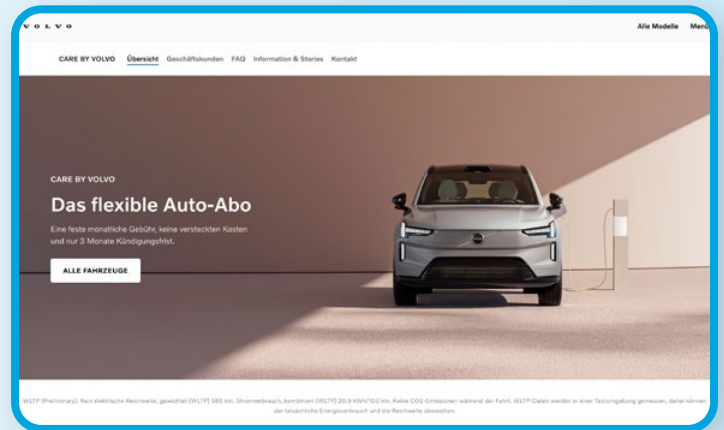


Increase Awareness & Conversion Rate x4

Performance Native Ads created for Care by Volvo

CHALLENGE

In 2018, Volvo Germany offered a completely new mobility concept with Care by Volvo, a flexible premium all-inclusive car subscription at a transparent monthly rate. In order to accelerate the development and expansion of the new mobility offer, it was important to generate maximum awareness and significantly increase conversion rates. Volvo Germany needed a competent and reliable partner who was able to master this challenge in an efficient manner.



IDEAS



IMPLEMENTATION



SUCCESS

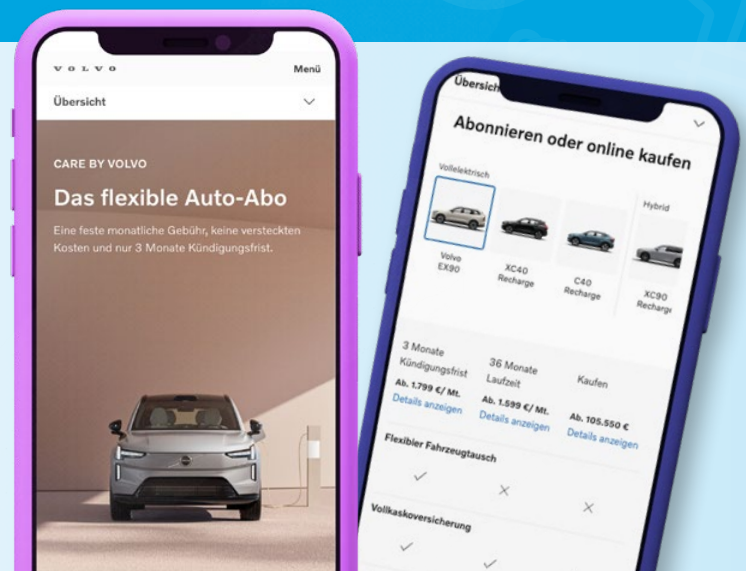


SOLUTION

The approach consisted of a two-part strategy. First, awareness was created with the help of programmatic native advertising in the upper funnel for the new car subscription model. Smart feed and high-impact smart ads as well as innovative click-to-watch video formats were also successfully used. Thanks to precise targeting options, the relevant target groups were addressed separately. During this awareness phase, audience segments were formed for the users who interacted with the ads. In the second step, these segments were optimized for conversions in the lower funnel.

RESULTS

Within six months, our native ads generated 1.8 million unique users for the Care by Volvo website. At the same time, the conversion rate increased thanks to retargeting and the use of lookalike audiences. This also generated an increase in conversions in other channels.



PROJECT RESULTS AT A GLANCE

1.8 MILLION UNIQUE USERS WITHIN 6 MONTHS

RETARGETING: CONVERSION RATE X 4

LOOKALIKE AUDIENCES: CONVERSION RATE X 4

CUSTOMER VOICE:

"SaphirSolution is a high-performing partner who has enabled us to place a new service like Care by Volvo with the relevant target group within a very short time."



Timo Feldewerth, Senior E-Commerce Specialist, Care By Volvo

DISCOVER MORE CASE STUDIES:



CONVINCED? START TOGETHER!

Saphirsolution is a 360° agency. What does that mean? We take care of all aspects of your online marketing! From SEO to PPC, all departments come together with us.





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ABOUT SAPHIRSOLUTION

Founded in 2012 in a parents' basement - that is the story of SaphirSolution. Today we work on over 300 customer projects with almost 70 employees who take care of your growth. No matter what area of the digital world it is, we are at your side!



Excerpt of our references



and many more....