



Motors Marketing Suite

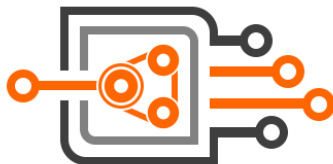
an [audience extension](#) product by mobile.de

Motors Marketing Suite | Why? And what is it any good for?

A data-driven omnichannel **performance tool**
based on **1st party data**.

Pre-qualified user segments are then addressed
within our **omnichannel** reach.

A single set of assets can be used for the **automatic creation** of
multiple individual **creatives** suitable for all advertising channels.



Status Quo & Challenges

Publisher

- Native Ad market development
- Additional Performance product
- Extension for narrow targeted geo campaigns
- Offer a standardized data product for SME clients
- Combine cross device inventory

Advertiser

- Simplify creation and reduce costs
- Reduce planning and complexity for non-core business matters
- Scale relevant campaign traffic for geo limited offers

Requirements: Motors Marketing Suite



Automated creative tool



Multiple campaigns



First party data

**Meaningful
Performance
results**



Optimize & report in a central tool

Prove of Concept | Campaign Setup

Goal: Stress the tool in terms of ...

- can we deliver in the relevant region with suitable data?
- deliver performance by defined KPI
- automated setup with relevant creatives in each marketing channel
- optimize campaigns

BRASS | Campaign Setup

5 brands, 10 models



In different car type categories



30 dealers with different Geo locations

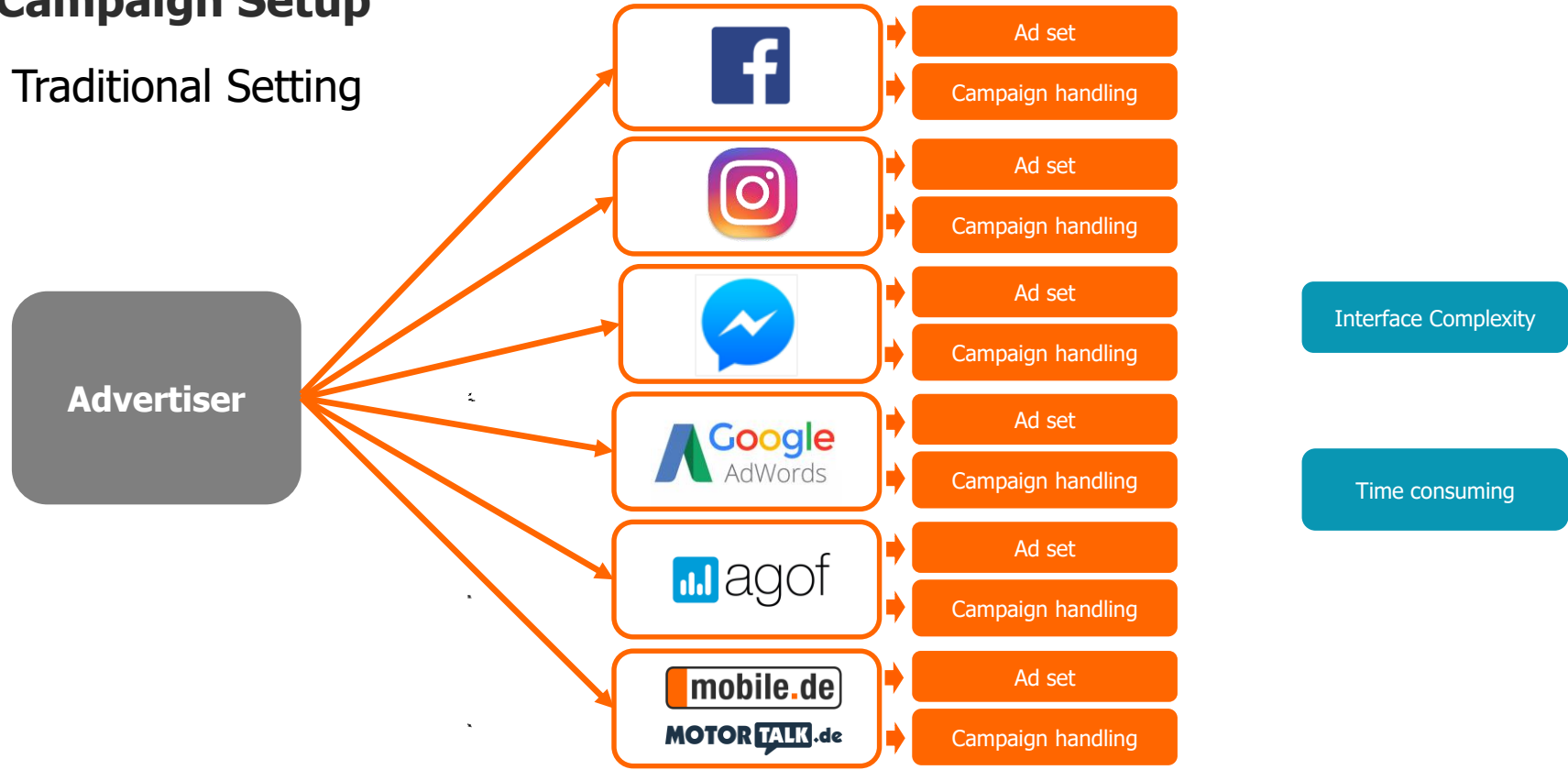


Online Marketing Channel



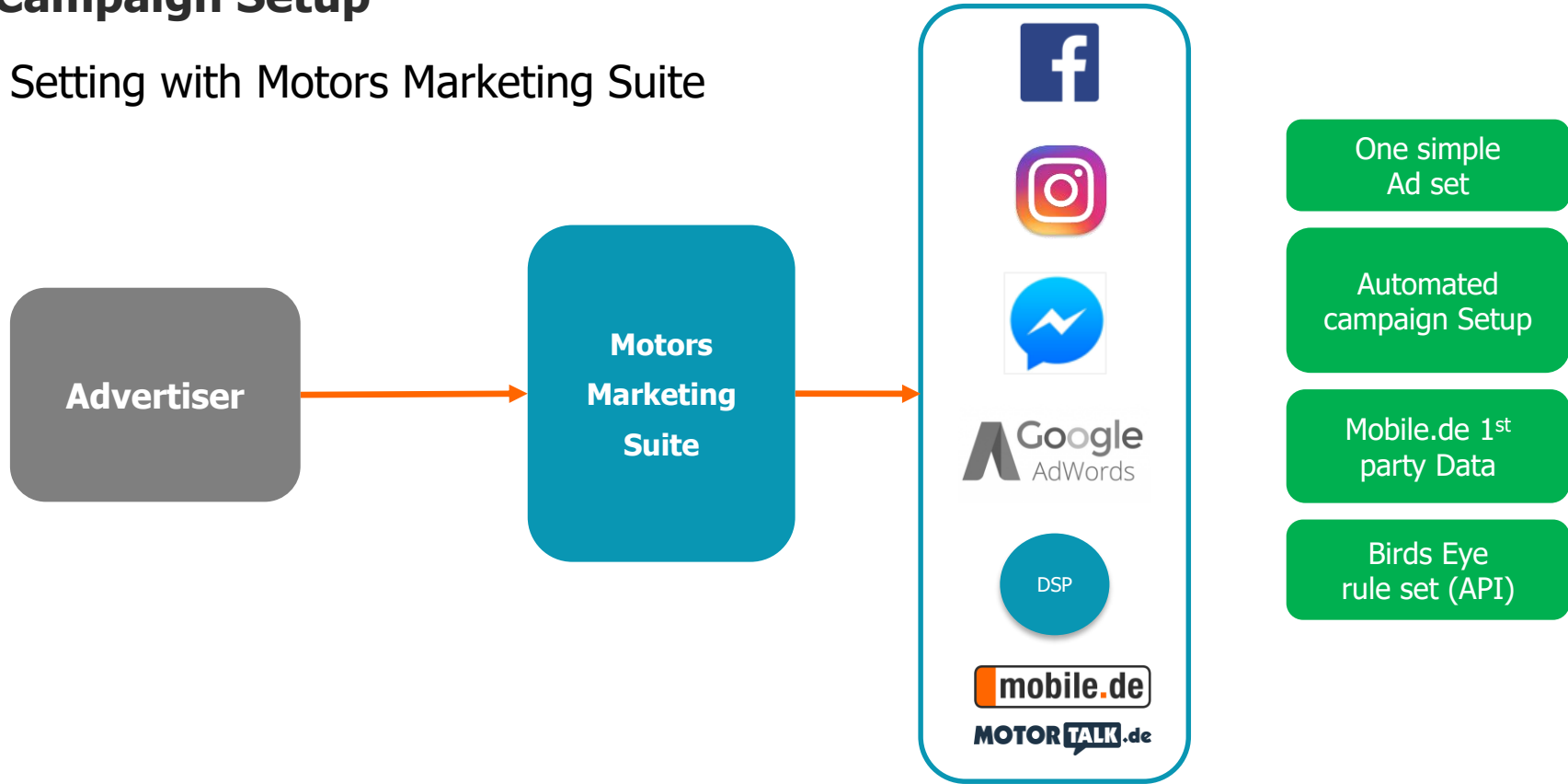
Campaign Setup

Traditional Setting



Campaign Setup

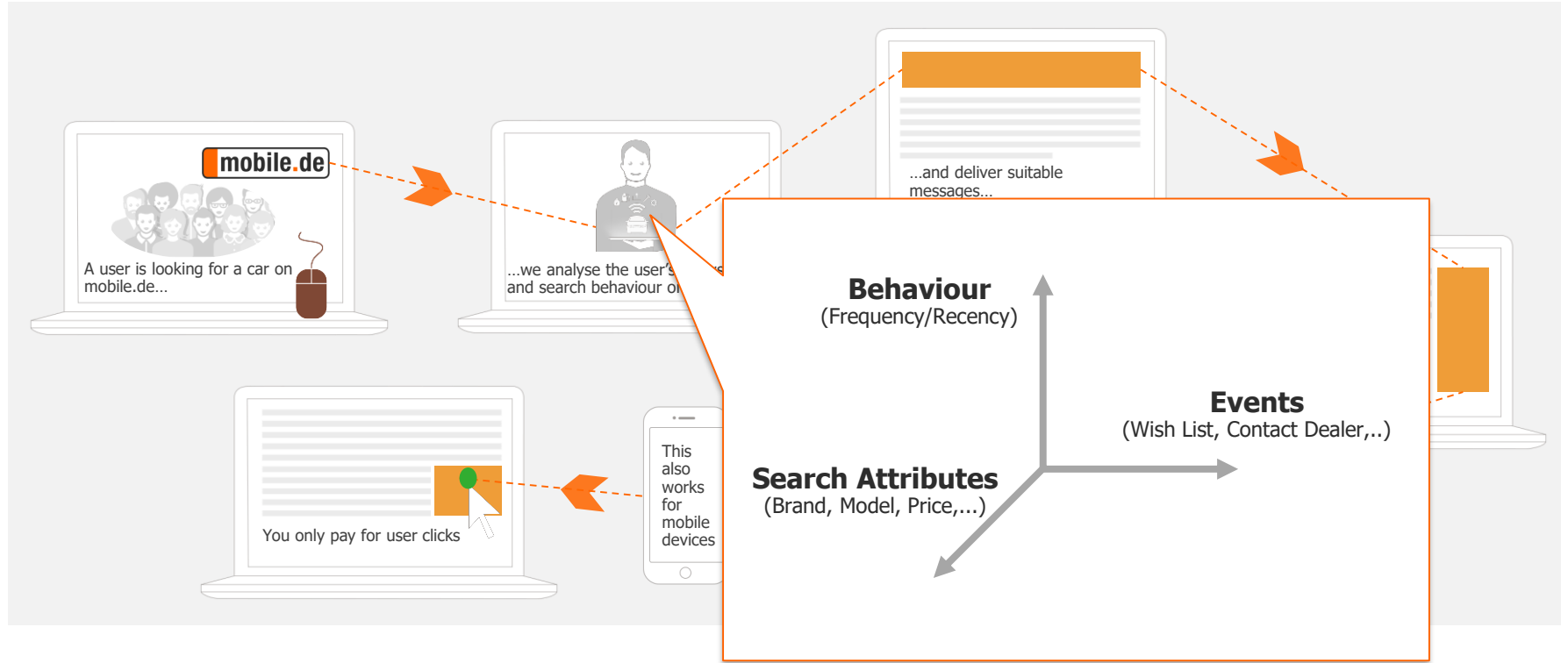
Setting with Motors Marketing Suite



Targeting



Evaluation and DMP setting of our 1st Party data



Campaign Setup | Audience

Competitor Segments

Vans, Minis,
Compact Cars ...



Buying phases

Orientation → Concretisation → Realisation

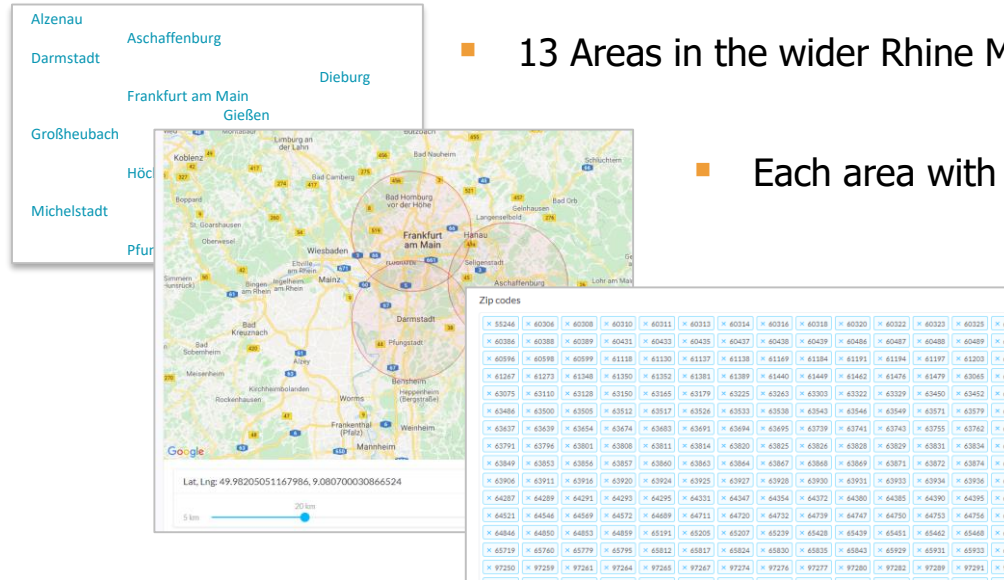
Personas



→ Current Status: Individual (client based) targeting options and recommendations by mobile.de

Campaign Setup | Geo

Goal: Promote each brand only within relevant geo area of its associated dealer



- Map the individual postal code to each campaign in every channel automated



5 Brands → 30 campaigns

Creative Setup



Creative Approach


One unique Creative Asset | Dynamic Banner Builder | suitable for all creative types

really simple

time efficient


scalable in bulk

Upload your images

 Upload images

The best option is JPG/PNG.

Upload your logo



Headline

VW Polo günstig leasen

Text

Jetzt den neuen VW Polo ab 117 EUR & ohne Anzahlung leasen

Description

Brass-Gruppe.de

Url

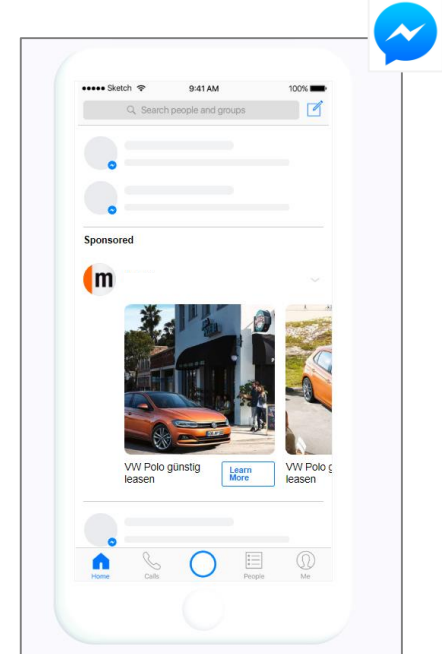
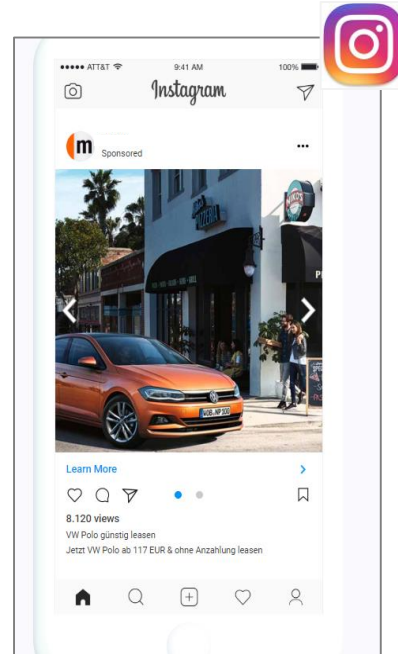
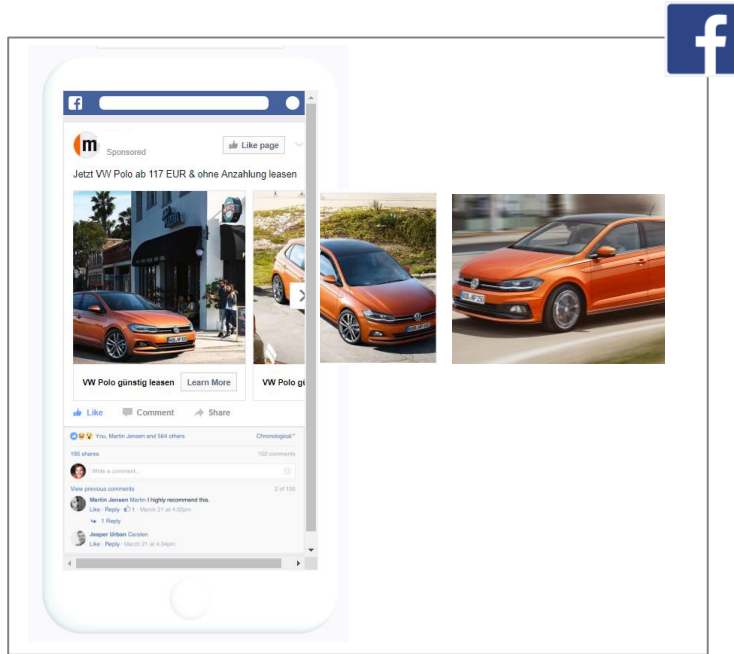
<https://www.brass-gruppe.de/de/neuwagen/aktionswagen/vw-polo-highline.f>

Button

Angebot ansehen



Creative Approach



Creative Approach

Variety of different ads

Optimization by
A/B testings



 Opel Astra günstig leasen
Mit den Opel Wechselwochen top
Angebote sichern

Brass-Gruppe.de [Angebot ansehen](#)



 Die Opel Wechselwochen
Jetzt Opel Adam schon ab 109€
monatlich leasen!

Brass-Gruppe.de [Angebot sichern](#)



 Die Opel Wechselwochen
Alten Opel eintauschen & Opel Astra
ab 149€ leasen

Brass-Gruppe.de [Jetzt leasen](#)



 Opel Wechsel-Angebote
Jetzt alten Opel eintauschen &
günstig leasen

Brass-Gruppe.de [Leasing Angebot](#)

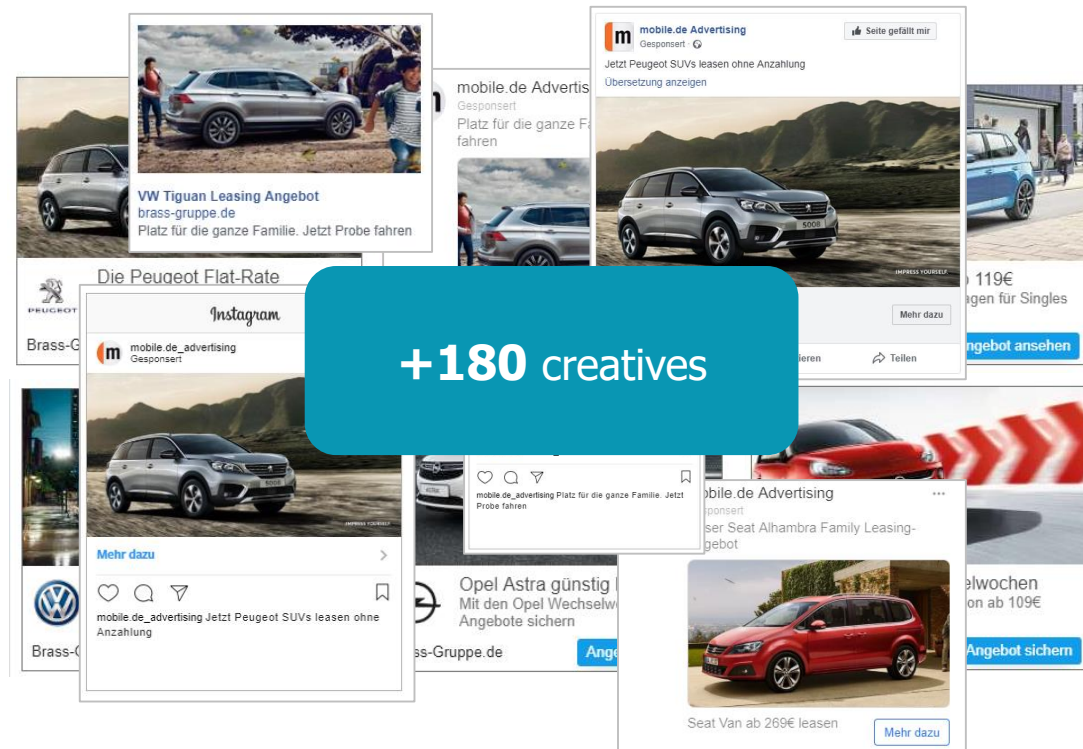
Creative Approach | BRASS

10 car models

4 text/image combinations

Display Ads: 300x250,
728x90, 160x600

Social Ads: FB Feed, FB
Messenger, Instagram



KPI & Optimization



KPI campaign setting

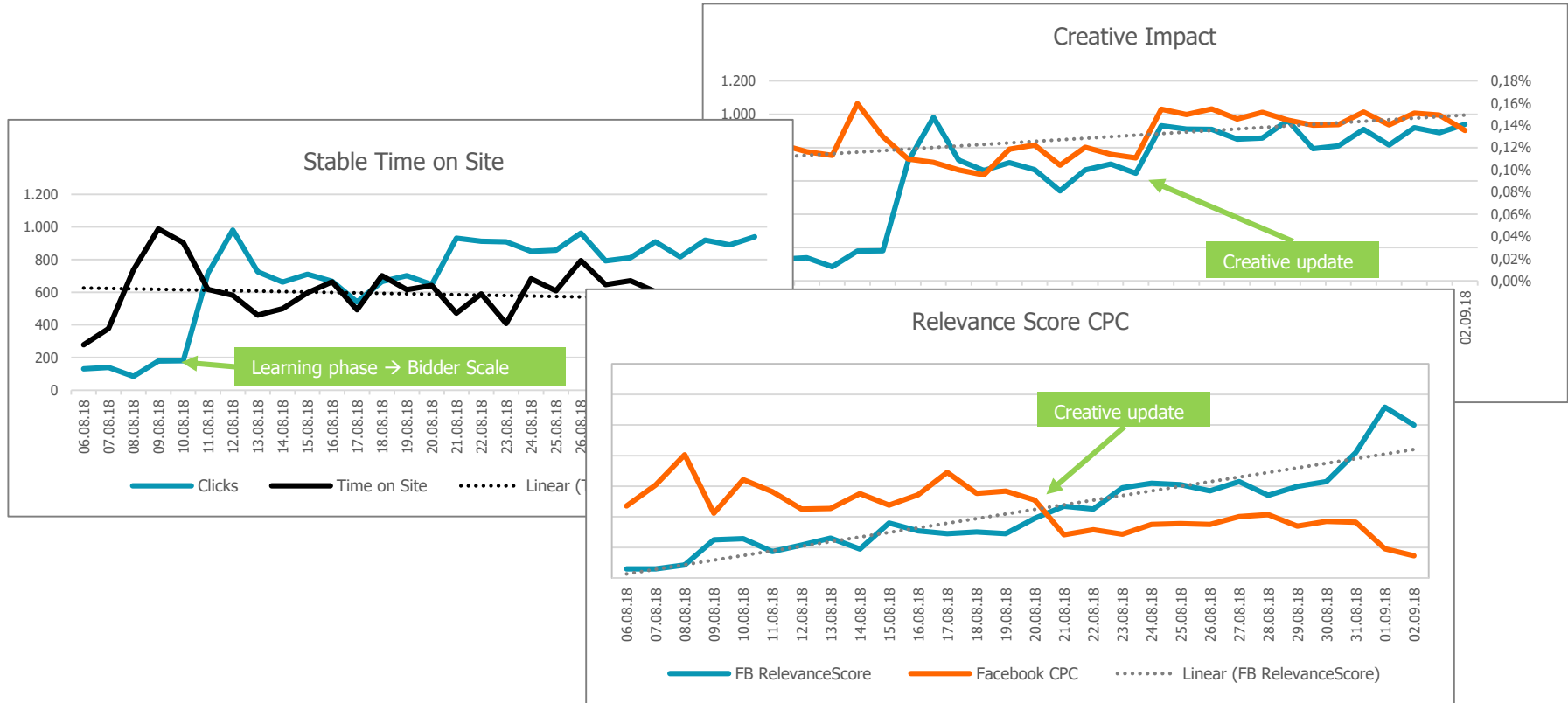
Service aspects | BRASS

- Saved time
- Saved creation costs
- Transparency
- Communication/
service partner

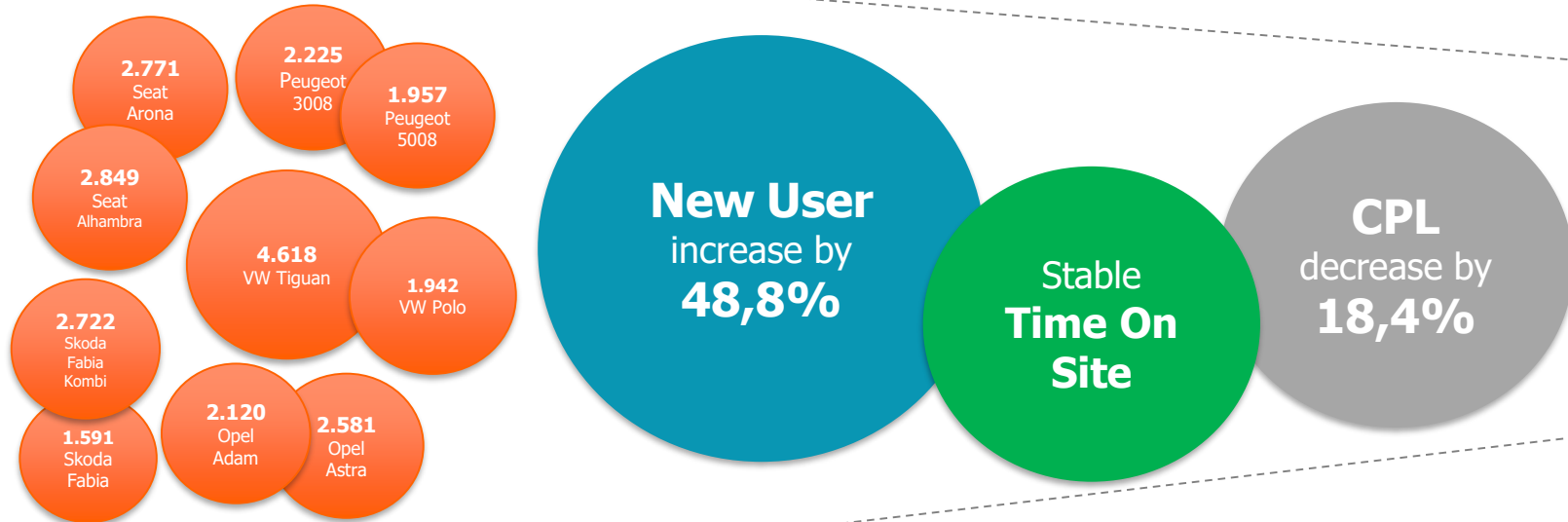
Campaigning metrics



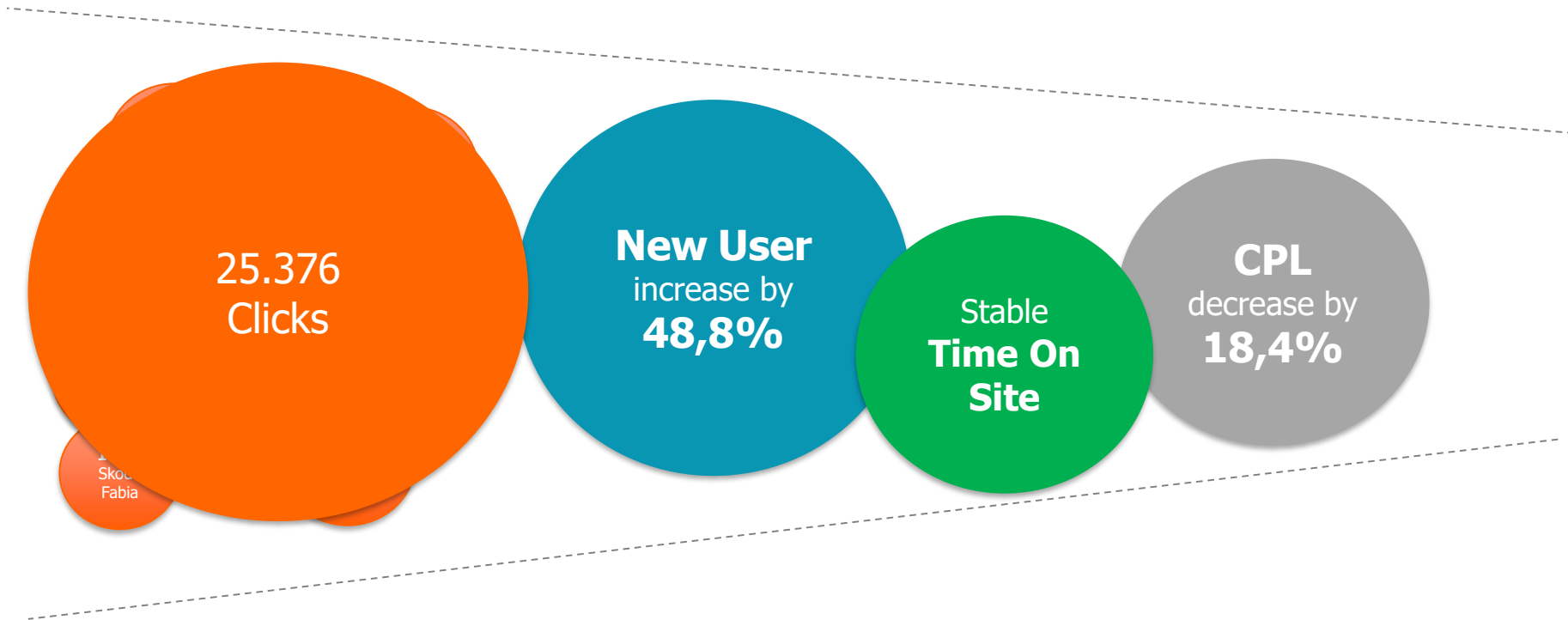
Some of our optimisation results



KPI results along the funnel



KPI results along the funnel



Campaign findings and summary

Creatives

Ongoing A/B testing

Geo & Audience

Balance relevance and scalability
(service by mobile.de)

Prove of concept

Bulk automation & omnichannel Data Setup

Results

Good KPI's & service metrics

Next Steps

Motors Marketing Suite | Dealer extension towards Werbemanager

Motors Marketing Suite → Target Group: Agencies

Headline
VW Polo günstig leasen

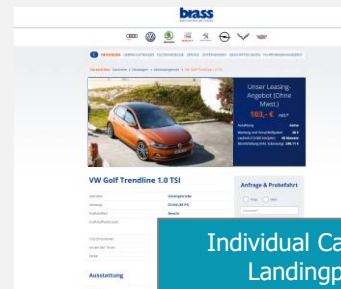
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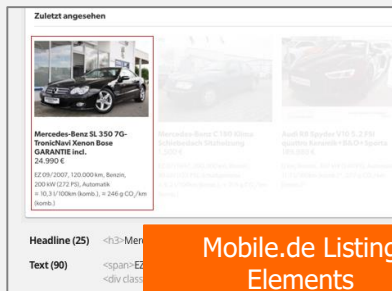
Button
Angebot ansehen

Individual Creative Assets

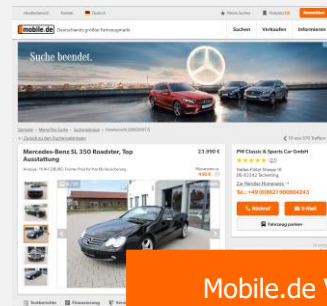


Individual Campaign Landingpage

Werbemanager → Target Group: Dealers



Mobile.de Listing Elements

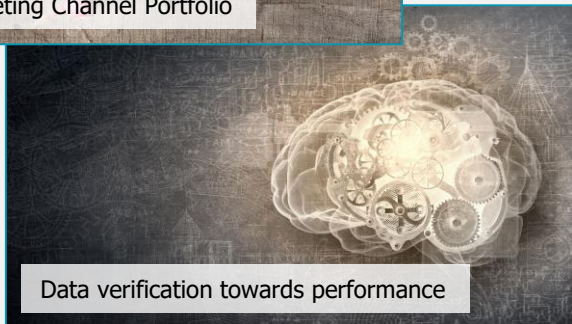


Mobile.de VIP

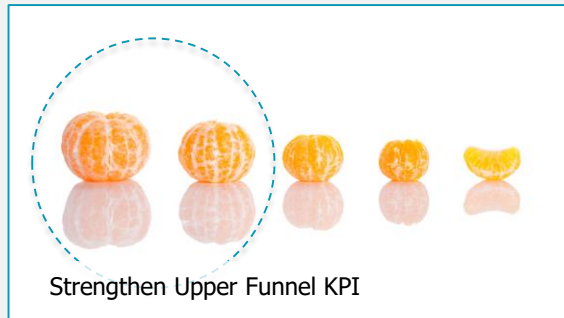
Some Roadmap topics



Enrich Marketing Channel Portfolio



Data verification towards performance



Strengthen Upper Funnel KPI



Extend to true Native DSP buying



For any further information please contact:

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www.motors-marketing-suite.com