

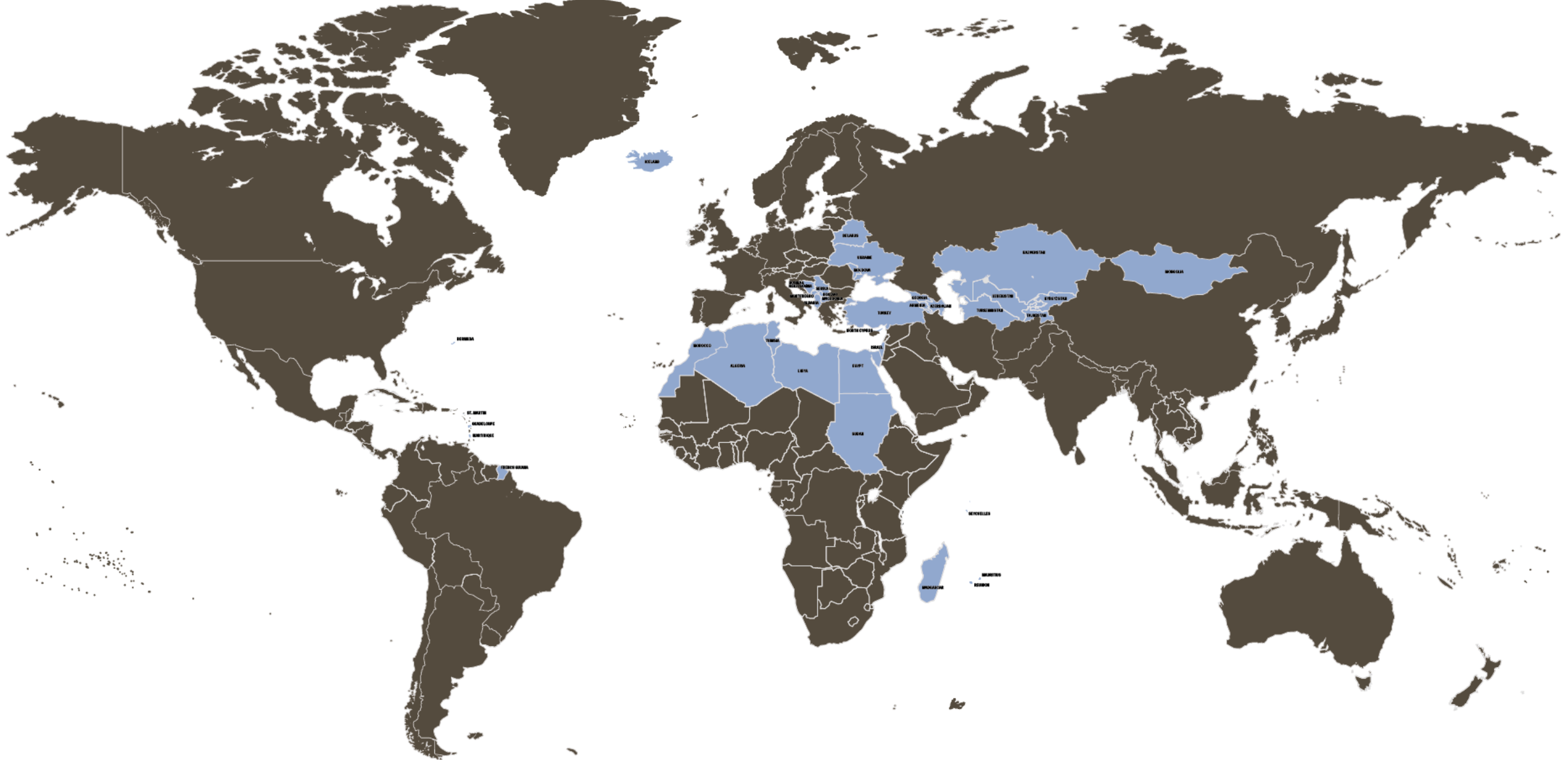
DATA DRIVEN @BMW IMPORTERS REGEION.

BMW Importers Region | April 2019

**BMW
GROUP**

THE NEXT
100 YEARS





AREA

1

ALBANIA
BOSNIA-HERZEGOVINA
ISRAEL
KOSOVO
LA REUNION
MACEDONIA
MADAGASCAR
MAURITIUS
MONTENEGRO
SERBIA
SEYCHELLES

AREA

2

ALGERIA
LIBYA
MOROCCO
TUNISIA

AREA

4

ARMENIA
AZERBAIJAN
BELARUS
GEORGIA
KAZAKHSTAN
KYRGYZSTAN
MOLDOVA
MONGOLIA
TAJIKISTAN
TURKMEKISTAN
UKRAINE
UZBEKISTAN

AREA

5

BERMUDA
EGYPT
FRENCH GUIANA
GUADELOUPE
ICELAND
MARTINIQUE
NORTH CYPRUS
ST. MARTIN
SUDAN

AREA

6

TURKEY

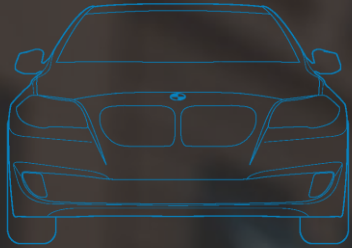
**B3-R1 IMPORTER REGION
AFRICA & EASTERN EUROPE**



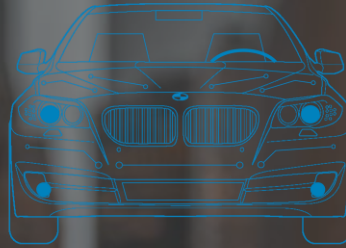
CUSTOMER CENTRICITY



OUR MILESTONES:



March 2018



July 2018



December 2018

33%

Gather Data, Insights & Transparency

Integrate Data points in order to leverage the dynamic creative optimization tool and optimize accordingly.

66%

Measure Customer Journey

for BMW's target audience based on additional CRM signals.

100%

Unlock full programmatic opportunities

such as digital out of home, HBBTV.
Furthermore, use the DMP in order to optimize performance to the max.

MEASURE CAMPAIGN SUCCESS:



85% lower creative production cost*

146% better creative performance*



45% decrease in avg. CPC*



56,50% conversion rate visit/lead*



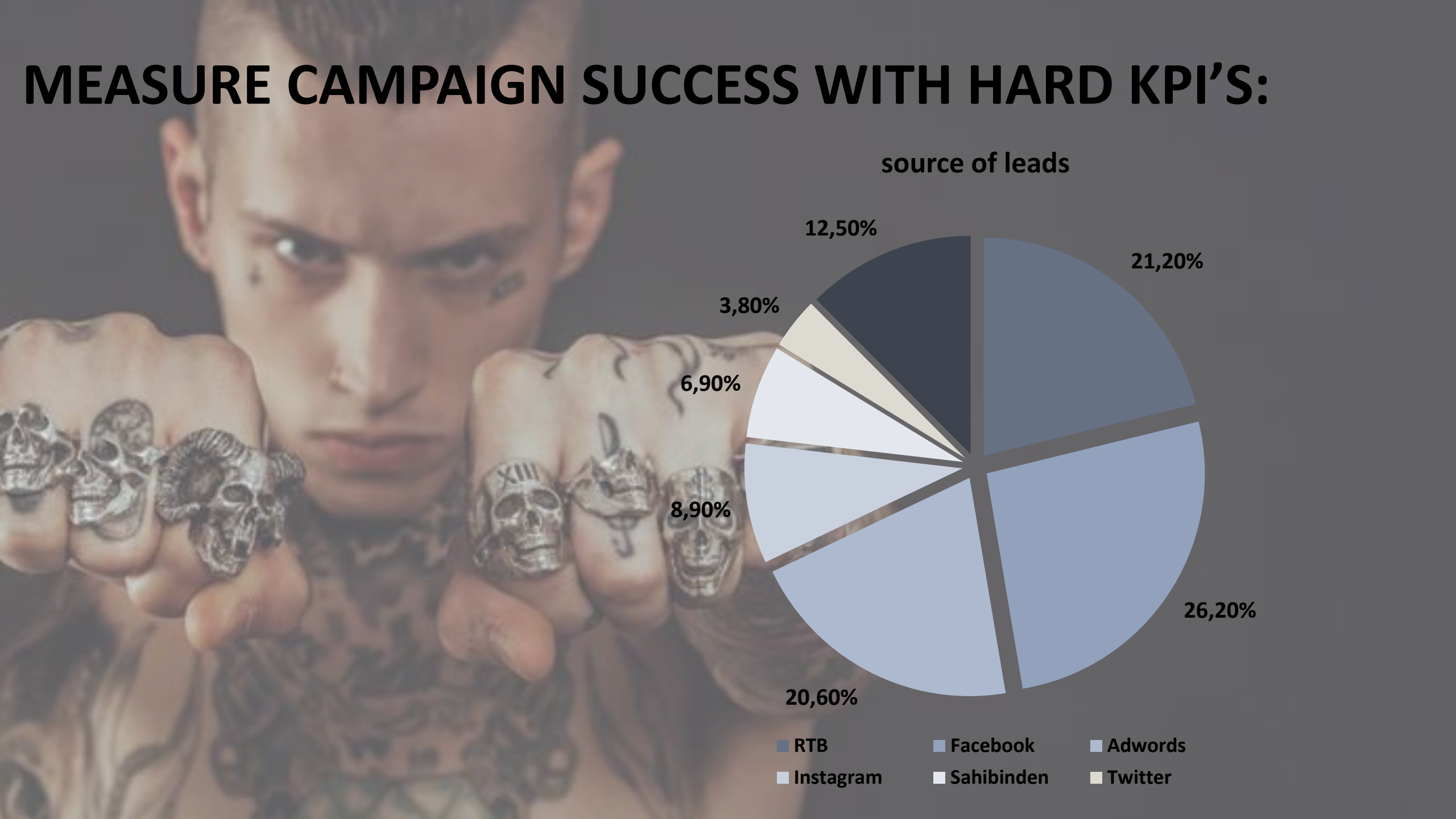
Measurable cost per
Qualified Lead



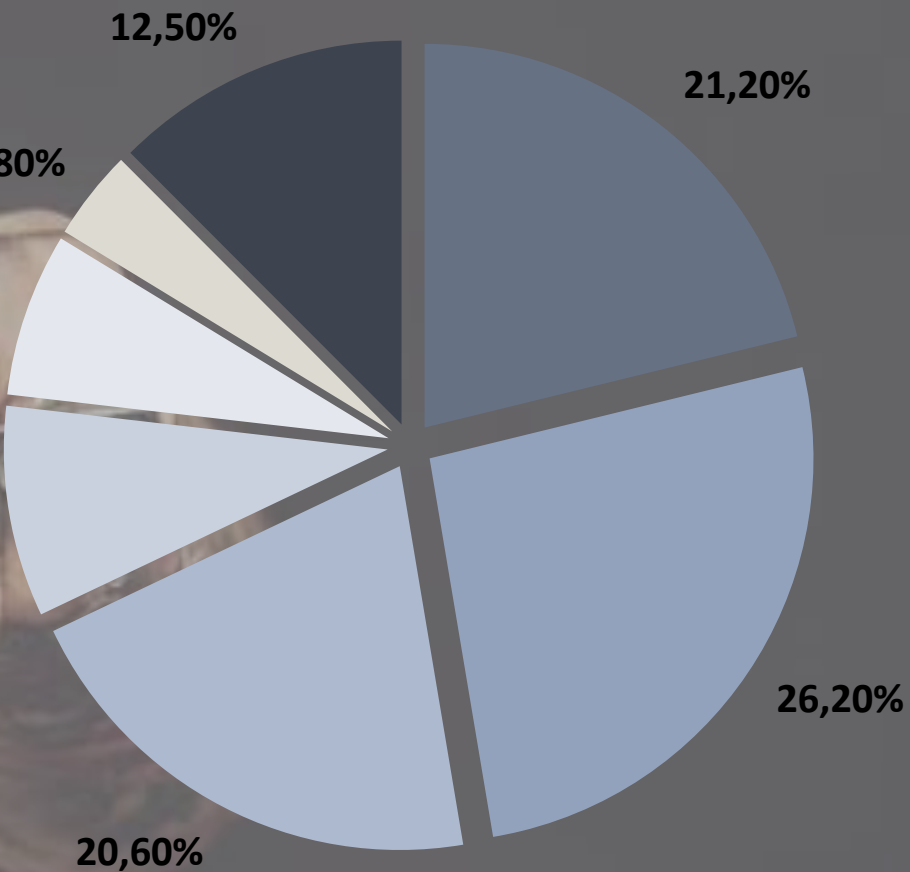
Measurable ROI per
Sold Car

*compared to display direct deals campaign

MEASURE CAMPAIGN SUCCESS WITH HARD KPI'S:



source of leads



- RTB
- Facebook
- Adwords
- Instagram
- Sahibinden
- Twitter



THANK YOU!