



Driving CTR 70% above industry standard for Waylands Automotive

 Automotive  UK
 190+ employees

The Client

As a family-run and owned motor retail group, Waylands Automotive sell brand new or Approved Used Volvo cars across four locations in Oxfordshire, Berkshire, and Wiltshire in the UK. Core company values focus on their customer service, knowledgeable team and value for money.

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The Challenge

Waylands Automotive wished to increase the reach of their ads to ensure they could engage with the audiences that matter most to their business. The campaign was to run for one month with the challenge of reaching local audiences and boosting ad effectiveness.

The Solution

The Fluid Ads platform; a lead to revenue Creative Intelligence Platform that simplifies the process of creating, delivering and reporting on omnichannel ads, provided the foundation for the campaign execution. Specifically, Waylands Automotive were able to use audience extension to reach their exact local audiences. Targeted ads ensured an increase in the impact of their display activities, making the best use of their budget and increasing brand awareness in those locations and with the people that matter.

The Result

With just a month's worth of display activity enhanced by the Fluid Ads platform, Waylands Automotive secured a Click Through Rate of 70% higher than the industry benchmark as outlined by the Google Display Network.

The campaign secured over 490k impressions and generated some extremely valuable insights to implement into further display activity. Key insights from the results saw desktop leaderboards drove the highest CTR whilst a strong call to action yielded the best results indicating the value of display for advertising offers and products.