

# Programmatic showcase

Programmatic campaign with drive-to-store, using client's first-party data

## Campaign objective

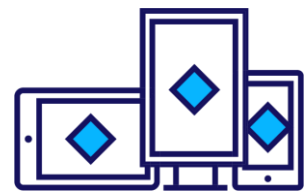
- Brand awareness of their new 100% electric SUV, the EQA
- Drive in-store visits

To promote the launch of their new car, Mercedes-Benz built a campaign with a data-driven strategy, using programmatic to drive flexibility and efficiency to optimise delivery. Uniquely, this campaign utilised Mercedes-Benz's own first-party data about their customers to build an effective profile for strategic targeting and efficient planning, and create meaningful, tailored conversations.



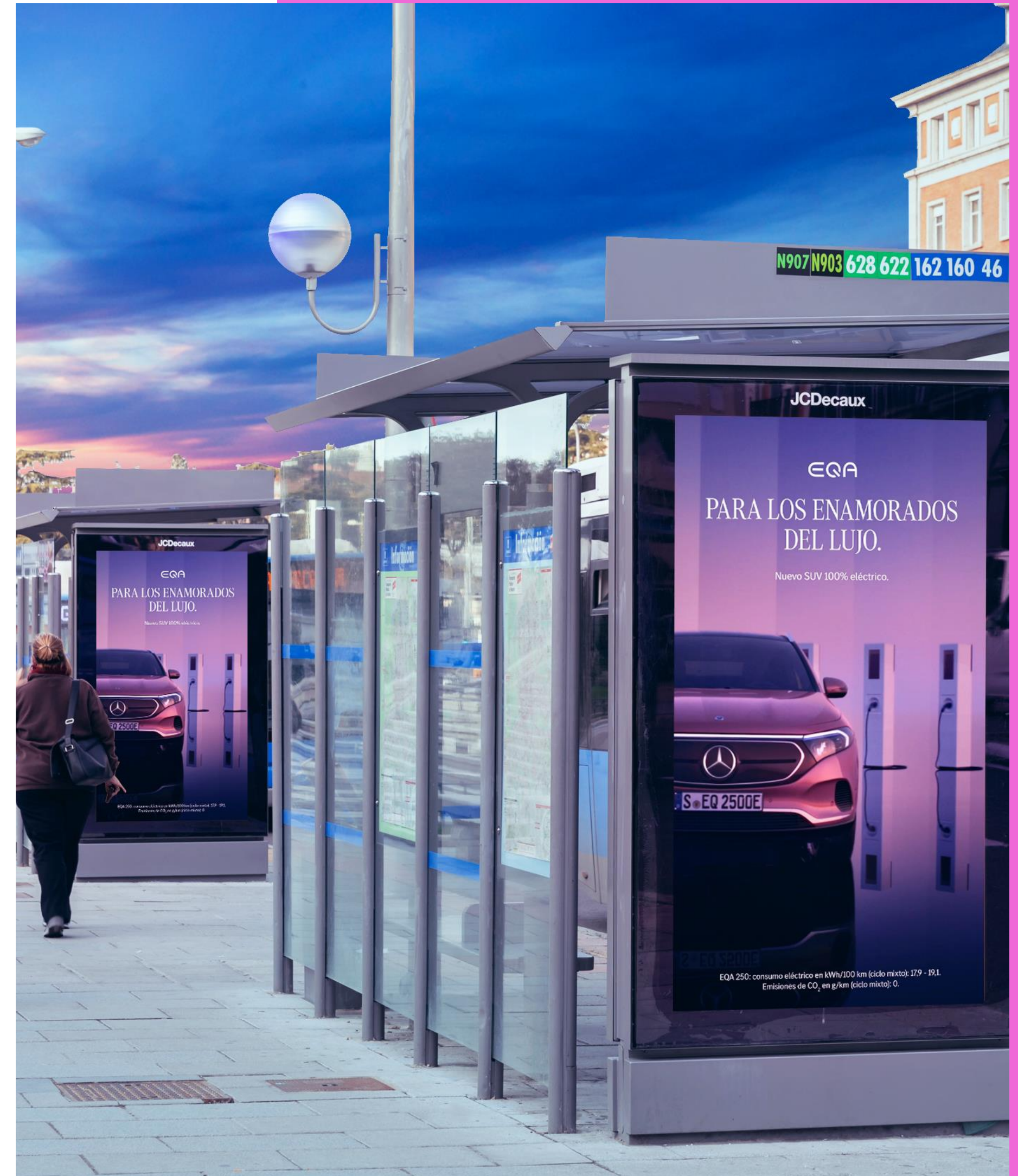
### Target audience

- Mercedes-Benz consumers
- New potential customers



### Campaign specification

- National campaign across major cities in Spain including Madrid, Bilbao, Seville
- Street Furniture



# Campaign results

37%

of targeted audiences approached  
concessionaries of the brand

3M

impacts, of which 70% were concentrated in  
Madrid, Bilbao and Seville



The data strategy enabled the campaign to have **+30%** impact above average.