

VW Tiguan 7 Seater – 0-60 in record time

Task

Create awareness and qualified inquiries for the new VW Tiguan 7-seater and book test drives

Approach

Combination of branding and direct in desktop, mobile and table using programmatic data-based targeting

Result

Delivered 2mm+ banners in one month, with a viewability of 88%, a CTR of 0.3% and generated 60 qualified leads and test drives in one month

