



# Automotive brand adds 65K users to database with Rokt

## THE OPPORTUNITY

A global automotive company wanted to drive awareness and sales for several car brands, focusing on its new range of family-friendly vehicles. The brand sought consumers at different points in the purchase funnel.

## ROKT SOLUTIONS

Rokt implemented a multi-step approach for the automotive brand to capture consumer interest at each stage of the purchase funnel. Rokt's exclusive partner network targeted a high-income audience proven to be actively spending online. Consumers consented to watch a video about new vehicles and sign up for the e-newsletter.

## THE RESULTS

**550K**

Unique Users

**65K**

Unique Users  
Added to  
E-Newsletter

**2K**

Users  
Booked a  
Test  
Drive

**The Rokt platform drove a singular focus on the brand within a busy online environment. Each consumer who reached the final sales step watched a 45-second video about a new vehicle, spending a significant amount of time dedicated to the brand.**