

Automotive brand adds 65K unique 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 on the brand.