

# FIAT : Reproducing the showroom experience through a content strategy



## Objectives

- Traffic to product page
- Drive customers down the sales funnel and optimise towards conversions

## Overview

Having understood that research is a pivotal part in any customer's path to purchasing a car, Fiat developed a strategy based on providing informative and interactive content relating to their new car model, the Fiat 500X. Their objective? Identify potential customers by engaging with their interests and offering them content that would advance them further down the sales funnel: car configurator, test drive booking, downloading the brochure etc.

Both the reach and targeting capabilities of Outbrain's Discovery platform allowed Fiat to leverage a qualified and engaged audience and ultimately deliver conversions. This channel was hugely effective, outperforming both social and display channels.

## Results

**1<sup>st</sup>**

Outbrain is the number one source of traffic VS. any other paid media

**-50%**

CPC & CPE (Cost per Engagement) Outbrain VS. any other paid media

**80%**

Of interactions with the car configurator came from Outbrain, versus on 50% of the campaigns media budget

## Experience

"With new car models being launched all the time, Fiat is always looking for ways to stand out from it's competition by adopting a pull marketing strategy based on content that delivers value for their customers without ever being intrusive. By focusing on the kind of interaction we have with our clients and prospects, we are able to establish a connection with them by replicating the showroom experience. Outbrain Discovery helps us reach users interested in our car models, even before they are actively looking to purchase a new car."

**JÉRÉMIE BALLOUARD**

**RESPONSABLE DIGITAL & CRM, FCA FRANCE**

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Outbrain



## Campaign Strategy

- Amplification of Fiat content across Outbrain's network of premium publishers.
- Image and headline creation and testing to ensure optimal results.
- Outbrain's technology allowed Fiat to reach the right audience.
- The campaign delivered a large volume of traffic of consumers that chose to click on the Fiat content.
- Campaign measured according to various KPI's, including: test drives, brochure downloads, showroom search. Outbrain optimise the campaign for performance by testing various image and headline combinations.

