

Hivestack & Mitsubishi: a road trip to success.

Harnessing the power of programmatic DOOH to target custom audiences and drive real world business outcomes.



OBJECTIVE

The mission was to increase market share of their vehicles, brand consideration, loyalty, intent and ultimately drive footfall into Mitsubishi dealerships. A key objective was to locate and target relevant audiences in both Sydney and Melbourne during the COVID-19 pandemic.



SOLUTIONS

From November 15th, 2020 - March 31st, 2021, Mitsubishi Motors Australia and their agency, Wavemaker Australia, ran one campaign with three separate bursts via the Hivestack DSP and across QMS' premium DOOH network. In order to achieve their campaign objectives and to retarget audiences, the client ran an additional 2 flights with the help of Xaxis who applied some of their own custom audiences using their [m] Platform segments from pixels embedded onto the Mitsubishi website. The campaign utilised first party data to retarget automotive enthusiasts and customers with purchase intent targeted ads to drive real world business outcomes. Additionally, DOOH placements from QMS Large Format and 7 Eleven Impulse, were used in proximity to key dealerships in Sydney and Melbourne and drove considerable results for this campaign.



RESULTS

To determine the impact of the campaign, Hivestack analysed the first party audience data when the target audience was exposed to the ads. By looking at the exposed vs non exposed audience group, it was concluded that those who saw the campaign were more than twice as likely to visit a dealer.

389 modeled incremental walkins
1.98x increase in lift

