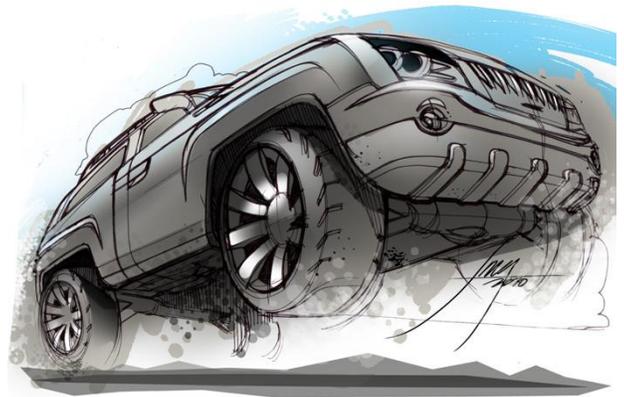


### AdiQuity generates high number of test drives for new SUV car though video ads

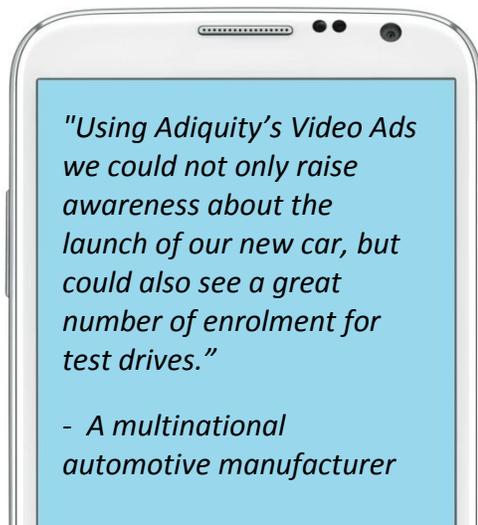
#### BACKGROUND

A multinational automotive manufacturer came up with its new SUV and wanted to promote it. The company is one of the largest vehicle manufacturers in the world and is a top auto exporter in India. It was looking for *raising awareness* among people about the launch of its new SUV, and *generate test drives*. In an aggressively competitive market the company wanted to highlight the robustness of the SUV to stand out.



#### SOLUTION

In line with the objectives, AdiQuity produced video ads for the company and ran campaigns. To show that the car is sturdy, the video ads showed the car moving swiftly through marshlands, terrains, snow covered roads, and desert. The ads also highlighted some features of the car such as the engine capabilities, luxurious interiors and some dashboard amenities. The campaign generated 3 million impressions.



#### RESULTS

- ✓ 400+ enrolments for test-drives from the test drive registration landing page
- ✓ 7.6% click through rate
- ✓ Using Video Ad Serving Template, important insights about ad viewer's behaviors were obtained which helped in optimizing the campaign performance:
  - 73% viewers watched the complete video
  - 86% viewers watched the video till 3<sup>rd</sup> quartile

#### About AdiQuity

AdiQuity is a leading global mobile ads platform which enables advertisers, ad agencies, ad networks, RTB DSPs and other media buyers to acquire quality global mobile traffic. It also helps mobile app developers and publishers to earn high revenue from their mobile inventory. The platform currently manages more than 20 billion ad impressions per month from 200+ countries. It has 15000+ app developers/publishers and 100+ mobile ad sources as partners.