



Jaguar Land Rover Rules the Road, Doubling Conversion Rates



BACKGROUND



Mindshare is a global media and marketing services network, and a part of GroupM, the world's leading full service media investment management operation. Mindshare manages the digital advertising campaigns for Jaguar Land Rover Limited across Facebook and Google, leveraging Kenshoo Search and Kenshoo Social for optimization and efficiency.



CHALLENGE

The automotive industry is highly competitive and seasonal, with promotions changing throughout the year to move inventory as new models are introduced. Jaguar Land Rover (JLR) looked to move product by reaching new potential drivers and encouraging them to get more information.

The Mindshare team had been successfully using Kenshoo Search for about two years and Kenshoo Social for about a year, but sought a solution that could leverage search intent data to drive social performance. Since user generated keyword data in Search was used to determine interest and purchase intent by Model, it was a very effective source for building audiences to be leveraged with more engaging media available through social platforms. The search and social teams consistently look for ways to effectively manage their cross-channel campaigns, ensuring accurate attribution and efficient targeting of the highest value audiences.

SOLUTION

Using Kenshoo's Intent Driven Audiences (IDA), Mindshare was able to cookie users on Google and Bing who had searched by relevant keywords, then automatically created custom audiences for remarketing and lookalike audiences for prospecting on Facebook. The goal was to drive consideration via qualified site actions by following the customer journey across multiple channels.

The Search team ran ads with brand and model-specific keywords, then IDA gathered information about the audiences who clicked on these ads. The data then automatically fed into Kenshoo Social to create custom audiences. From there, the Social team created lookalike audiences to drive new website visits and configurations.



We had great success using Kenshoo IDA to reach more prospective customers on Facebook for Jaguar Land Rover. By retargeting searchers on Facebook, and using lookalikes to find similar users, we saw an almost immediate increase in more qualified conversions on the Jaguar and Land Rover websites.”

— Jon Mottel, Associate Director, Paid Social, Mindshare

RESULTS

After only running IDA for a month, Mindshare began seeing positive performance with Facebook Cost-per-Acquisition (CPA) **2X lower** and **Conversion Rates 2X higher** than prior to leveraging search intent data.

2X
lower CPA

2X
higher conversion rate

