



60,000

Impressions
Delivered

0.6%

Click through
rate

36.5

Hours of brand
exposure time

Bentley & Bentley Skipton Mazda

ABOUT

Bentley & Bentley Skipton Mazda were looking to increase traffic to their website and to promote their Mazda CX-5 car. The campaign ran over the course of 7 weeks from April – June 2018.

CHALLENGES

Given that the objective of the campaign was to drive traffic to the customer's website, it was important that the creatives matched this need – especially considering they were to showcase the customer's vehicles in the most enticing way possible.

SOLUTIONS

Billboards, adhesion banners and MPUs were selected as the creatives. These were served both on LOCALiQ's own network and also off-network, utilising our Reach solution.

Reach allows the advertiser to reach a further audience not on our site, which helps by giving extra coverage and brand exposure.

RESULTS

On average the creatives achieved a click-thru rate of 0.6% - well above the national industry average of 0.07%.

Customer was very pleased with the increased traffic. When the customer first started advertising, the spend was £250 per month.

Due to the visible increase in traffic, this budget has now risen to £450 per month.