RENAULT
Passion for life

OMD

AUTO

With Taboola Sponsored Content, OMD Spain Interests Over 333,000 People in Test Drive Offers For Renault Spain
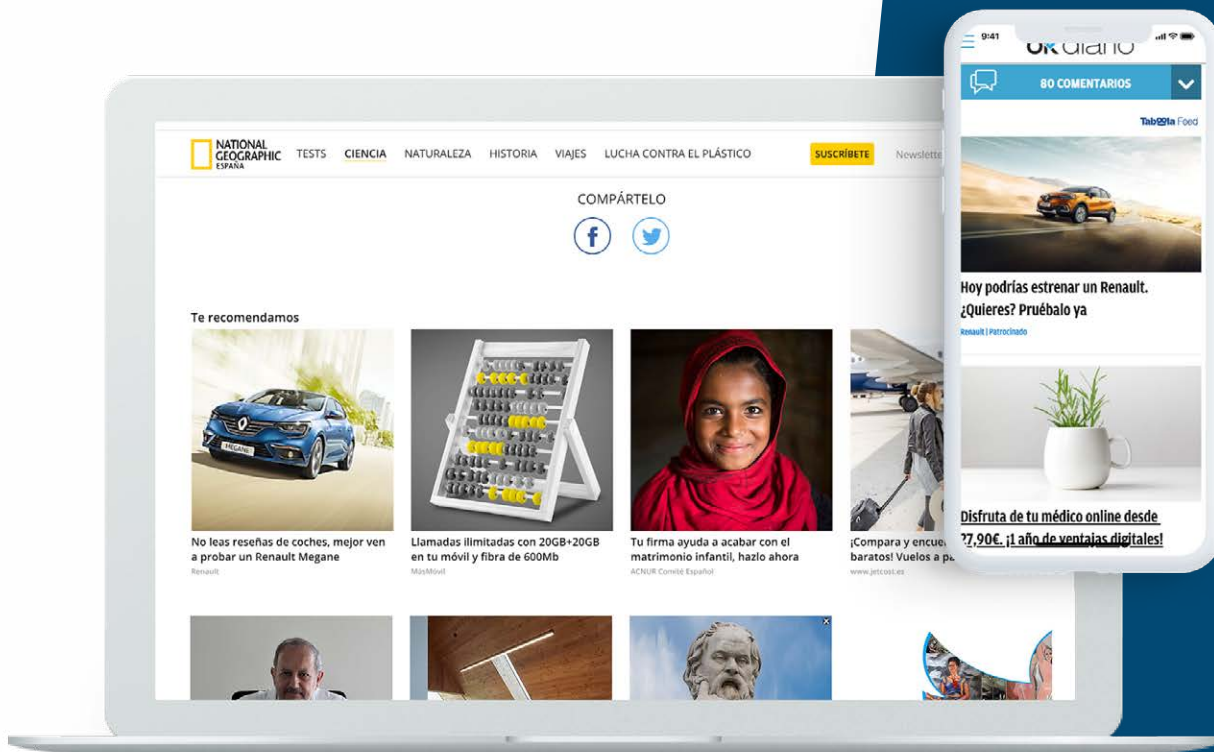
333,000
Clicks

29%
Decrease in CPL
(Cost per Lead)

COMPANY

Renault Spain is one of the largest subsidiaries of car manufacturer **Renault**. **OMD Spain** is part of one of the world's largest media networks.

CHALLENGE

Renault Spain wanted to increase qualified traffic on premium sites and lead generation for test drive and commercial offers.

SOLUTION

OMD Spain found **Taboola** Sponsored Content to be an effective solution for their client **Renault Spain** to achieve their objectives and advertise in brandsafe environments.

RESULTS

In just six months with **Taboola**, **Renault Spain** saw over 333,000 clicks and a 29% decrease in cost per lead.

With **Taboola**, **OMD Spain** Generated Over 140,000,000 Pageviews During the First Six Months of the Campaign for **Renault Spain**

Introduction

Renault Spain is one of the largest subsidiaries of car manufacturer **Renault**. Their agency, **OMD Spain**, is part of one of the world's largest media networks. With a goal set of increasing qualified traffic on premium sites and generating leads for **Renault Spain**'s test drive and commercial offers, **OMD Spain** turned to **Taboola** Sponsored Content.

Renault Spain Finds Success with Always-On Campaigns with Taboola

After an initial test campaign for their Kadjar model , **Renault Spain** planned incremental always-on campaigns for other car models including the Captur, Megane, Zoe and Clio.

Investment by model was distributed and optimized according to the client's needs and the objectives of each campaign. Moreover, to maximize the scope and coverage of the campaigns, desktop and mobile devices were included.

In just a matter of months with **OMD Spain** working with **Taboola**, **Renault Spain** saw a 34% increase in the volume of high quality leads.