 AUTO

Renault On Demand & SoWhat Increase Lead Qualification by 22% with Taboola Native Ads

RENAULT ON DEMAND

no seu tempo, do seu jeito

“Working with Taboola has opened up new opportunities for us to make our brand even better known in the Brazilian market. Taboola also offered excellent curation of publishers that matched with our messaging. In fact, we can attribute the success of our campaign to their account management team, which was highly prepared to meet the unique challenges of the automotive market.”

- **Paulo Neto**, Marketing Manager, Mobilize Lease&Co

22%

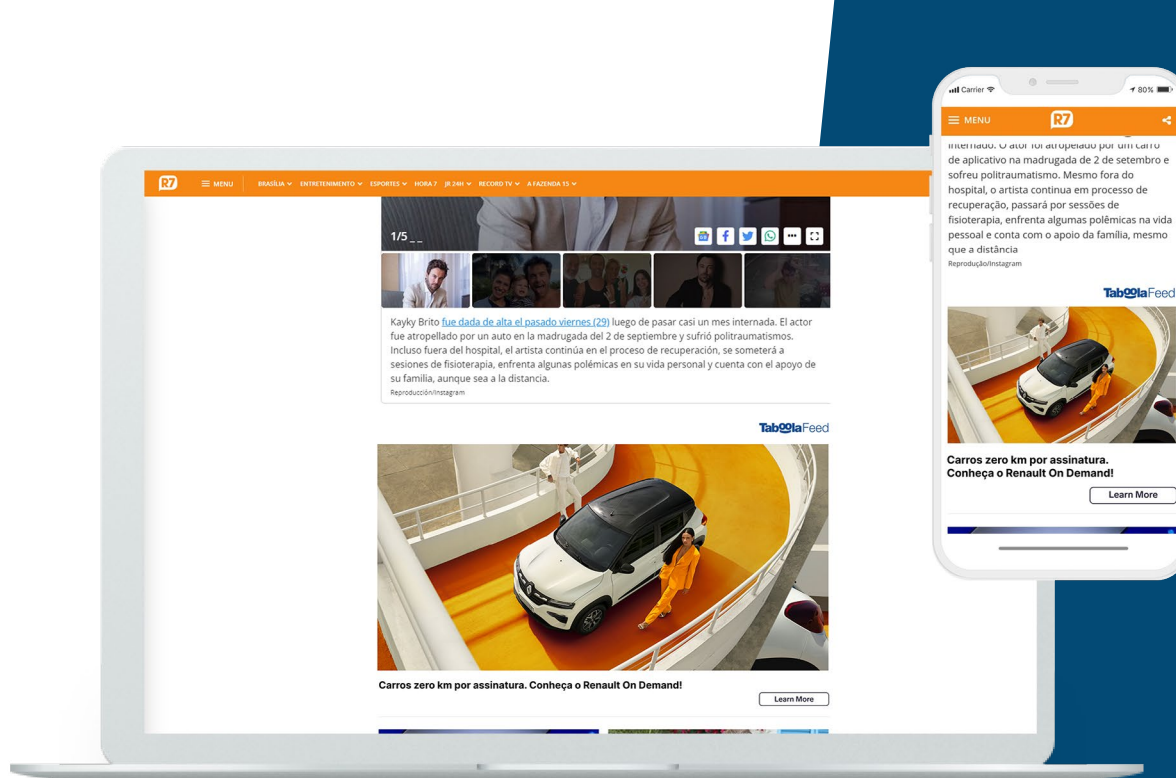
Increase in Lead
Qualification

20%

Increase in
Website Sessions

17%

Increase in
Paid Contracts



COMPANY

Renault On Demand's mission is to offer a subscription vehicle service that facilitates the mobility of Brazilian consumers. **SoWhat** is a consulting firm where strategy and creative work hand-in-hand to reduce lead times and integrate thinking and execution in a single contact point.

CHALLENGE

Educate consumers about **Renault On Demand's** service and subscription model, which is a relatively new product in the Brazilian market.

SOLUTION

Use **Taboola** Image Ads to reach audiences across top publisher sites in Brazil, driving potential customers to the **Renault on Demand** website and dealer networks.

RESULTS

With **Taboola** and **SoWhat**, **Renault On Demand** drove a **22% increase in lead qualification**, **20% increase in website sessions**, **17% increase in paid contracts**, and **11% increase in leads**.

Renault On Demand Promotes New Subscription Service Across **Taboola** Publisher Network

Introduction

Renault On Demand's mission is to offer a convenient vehicle subscription service for Brazilian drivers on the go. With **Renault On Demand**, customers can simply pay a subscription fee, fill up their vehicle, and enjoy a Renault without bureaucracy.

Renault On Demand offers access to subscription vehicles from the Renault brand, with plans ranging from 12 to 48 months, and several mileage options. All modalities include documentation, full insurance, IPVA, maintenance and registration.

SoWhat is a consulting firm where strategy and creative work hand-in-hand to reduce lead times and integrate thinking and execution in a single contact point. **SoWhat** is made up of senior marketing executives from leading multinational organizations, along with agency creative directors from independent and multinational agencies to bring new and different perspectives to any marketing project.



Renault On Demand Educates Customers at Scale with Taboola Image Ads

Renault On Demand needed to educate Brazilian customers about its new and innovative subscription service. Since the subscription model is relatively new to the Brazilian market, **Renault On Demand** had the unique challenge of promoting this fresh offering while explaining its key benefits in an informative campaign.

That's when their partner agency **SoWhat** recommended **Taboola**. As a leading content recommendation platform, **Taboola** helps advertisers reach 600 million daily active users across a vast network of premium publishers.

For this campaign, **Renault On Demand** tapped into the audience of local publishing partners like Editora 3 Isto É. They reached these engaged readers at just the right moments with **Taboola** Image Ads, which are composed of a compelling headline, eye-catching visual, and click-worthy call to action.

Each native ad led to a landing page, where potential customers could learn more about the features and benefits of **Renault On Demand**. They could also immediately start searching for car models near them to get a quote and start the subscription process.

Renault On Demand & SoWhat Drive 17% Increase in Paid Contracts with Taboola

Throughout the campaign, **Taboola** was on-hand every step of the way to provide guidance and strategic recommendations.

“The work of the **Taboola** team was exemplary,” said Paulo Neto, Marketing Manager of **Mobilize Lease&Co**. “We faced some challenges of tight deadlines and customized creatives for different channels, but the team always managed to handle situations well and responded promptly. In addition, they are always willing to bring new insights, formats, and improvements to enhance our campaign performance.”

As a result, **Renault On Demand** and **SoWhat** met and exceeded their KPIs. With **Taboola**, they generated a **20% increase in website sessions, 11% in leads, and 17% in paid contracts**. They also **increased lead qualification by 22%** with **Taboola** sponsored content.

“**Taboola's** biggest differential was the reach we obtained with the campaigns, especially in terms of awareness,” Neto said. “The buzz and engagement from the publisher properties brought a greater flow of customers not only to our website, but also to **Renault** dealer networks.”