



## Honda Australia Sees 27% increase in 'Find a Dealer' Searches on Taboola

With Zenith Media and Taboola Native Advertising

*"Working closely with the team at Taboola has allowed us to hit key KPIs for Honda Australia and increase digital buying efficiencies. They've provided regular updates and visits to ensure that the full potential of our campaign was being met. The constant flow of updates and optimizations have given us a competitive advantage in the market."*

**-Beth Brady,**

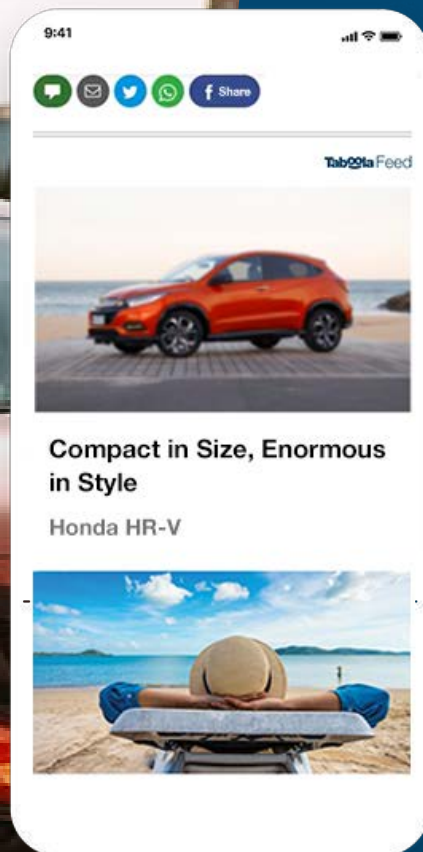
Digital Manager at Zenith Media

# 27%

Increase in 'Find a Dealer' Searches on Taboola

# 291%

Increase in Conversion Rate with Retargeting



## COMPANY

**Honda** is a global automobile manufacturer founded in Japan in 1948 and Australia from 1968. Their agency **Zenith Media** specializes in communications planning, media planning, value optimization, technology, and data & analytics.

## CHALLENGE

**Honda Australia** needed to connect people interested in purchasing new cars at their local **Honda Australia Dealer**.

## SOLUTION

Use **Taboola Native Advertising** campaigns to increase 'Find a Dealer' searches on Taboola. To do so, **Zenith Media** deployed a combination of Audience Targeting and Retargeting to uplift the number of 'Find a Dealer' searches on Taboola, which **Honda Australia** considered a conversion for this campaign.

## RESULTS

**Honda Australia** increased 'Find a Dealer' searches on **Taboola** by 27% and with Retargeting increased the conversion rate by 291%.

**Honda Australia** Increases 'Find a Dealer' Searches on **Taboola** by 27%



## INTRODUCTION

**Honda Australia** was founded over 50 years ago, and has since been a key player in the Australian automobile manufacturing industry. Honda works to create products for smart, safe mobility, enhancing the daily lives of customers across all seven continents.

**Zenith Media**, an agency specializing in communications, media planning, value optimization, technology, and data & analytics, was presented with the opportunity to help **Honda Australia** drive more users to their local **Honda Australia** Dealer. **Taboola** was the perfect tool to help increase 'Find a Dealer' searches on Taboola and increase conversion rate.



## HONDA AUSTRALIA ALONG WITH ZENITH MEDIA WORKS WITH TABOOLA TO CREATE A NIMBLE AND ENGAGING CAMPAIGN

**Zenith Media** accomplished their mission to connect more people with **Honda** cars in Australia. In order to direct more people to their local **Honda Australia** Dealer, **Zenith Media** worked with Taboola to build a campaign that utilized both Audience Segments and Retargeting.

**Zenith Media** A/B tested various creatives to measure the impact of creative nuances such as the background location in a photo of a **Honda Australia** vehicle, the facial expression of a person as the subject, and more.

Their Taboola Native Advertising campaign led users to a landing page that hosts interactive features like the ability to sort through various Honda Australia car colors, the ability to spin a car for a 360 degrees view, and several other explorable options from design, performance, technology and safety.

## HONDA AUSTRALIA FINDS A 291% INCREASE IN CONVERSION RATE WITH TABOOLA RETARGETING

**Honda Australia** drastically increased the number of 'Find a Dealer' searches on Taboola they drove with **Retargeting**.

**Taboola Retargeting** dramatically increases campaign performance by creating targetable audiences used to re-engage site visitors.

**Taboola Retargeting** allowed **Zenith Media** to tell **Honda Australia's** compelling story through continuous user engagement with sequential messages and action-driving creatives.

	Overall Impact of Retargeting on Honda Australia Campaigns	Impact of Retargeting Campaigns Vs Predictive and Audience Campaigns
Conversion Rate (CVR)	21%	291%
Cost Per Acquisition (CPA)	-18%	-58%

**Honda Australia** and **Zenith Media** were able to track the success of their campaign with the use of the **Taboola Pixel**. The easy-to-implement **Taboola Pixel** efficiently and precisely allows for multiple conversion tracking, events tracking, and custom audience building.

As **Honda Australia** expands their marketing activities, they plan to expand their audiences by venturing further into Native and Video Marketing with **Taboola**.