



## Mercedes-Benz Mexico Achieves Viewability Rate of 73% and CTR of 1.11% with Taboola

With Artful Media Intelligence from Omnicom Media Group and **Taboola**

*“For the launch of the A-Class Sedan, we were looking for a fairly broad media mix to generate awareness and promote this new vehicle. With Taboola, we saw an opportunity to broaden our audience and reach people that we normally are not able to reach.”*

- Tania Martínez, Media & Marketing Communications Manager of **Mercedes-Benz Mexico**



73.18%

**Viewability Rate**  
\*60% Benchmark  
in Mexico

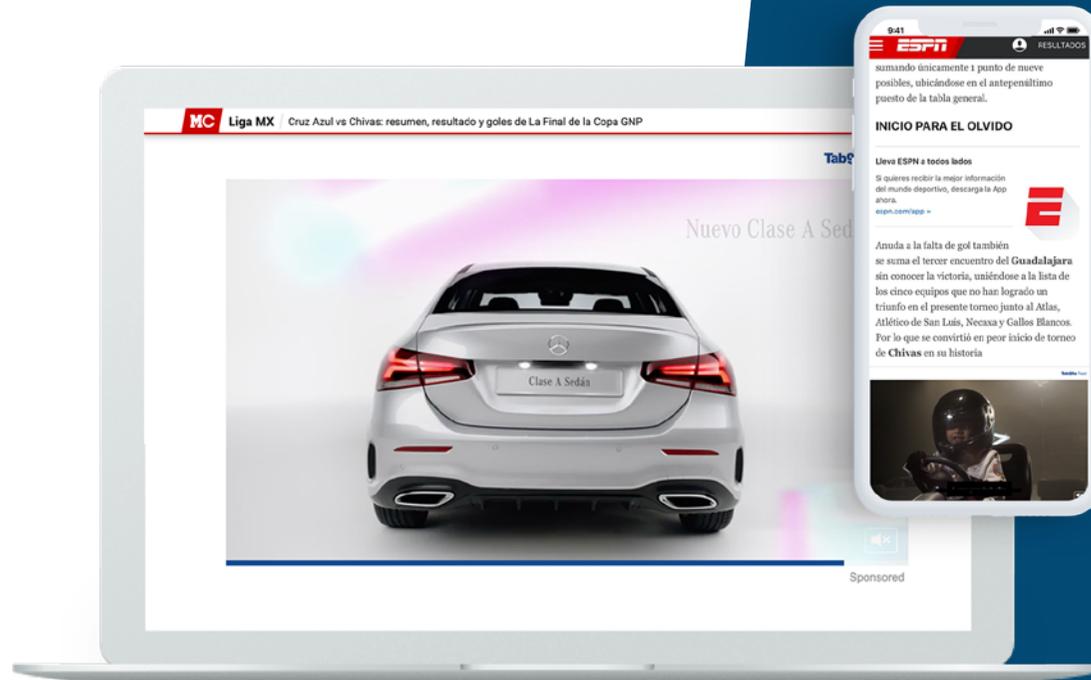
1.11%

**Click-Through Rate**

42%

**Completion Rate  
For a One-Minute  
Video**





## COMPANY

**Mercedes-Benz** is one of the world's largest premium vehicle manufacturers and the world's largest manufacturer of commercial vehicles. Their digital agency, Omnicom Media Group's Artful Media Intelligence (AMQ), specializes in media planning, optimizations, data, and analytics.

## CHALLENGE

**Mercedes-Benz Mexico** needed to reach new audiences and increase qualified traffic around the launch of its A-Class Sedan to generate awareness and awaken interest in this new model.

## SOLUTION

Use **Taboola** Video to promote the launch of the new A-Class Sedan model. Implement a native 60-second video to capture the attention of potential prospects targeting video completions.

## RESULTS

With **Taboola**, **Mercedes-Benz Mexico** obtained +180,000 Completed Views and 1.11% CTR of a video with a one minute video.

**Mercedes-Benz Mexico** Achieved Favorable Results With **Taboola** Video Campaign

## INTRODUCTION

**Mercedes-Benz** is one of the world's largest premium vehicle manufacturers and the world's largest manufacturer of commercial vehicles. In 2019 it sold almost 2.4 million cars and more than 438,000 trucks.

In 1993, **Mercedes-Benz** arrived in Mexico as the first German manufacturer of luxury cars, and is now one of the premium brands with the highest number of sales in the country.



## MERCEDES UTILIZES TABOOLA PIXEL AND RETARGETING TO REACH POTENTIAL CUSTOMERS

**Mercedes-Benz Mexico** fulfilled its mission of connecting more people with its new A-Class Sedan by building a campaign that used both the **Taboola** Pixel and Retargeting.

Their creatives were based on a native video, with a production made in Mexico, which sought to connect with the feeling and pride of being Mexican. The 60-second video achieved an optimal completion rate in relation to its duration, which proves the importance of creatives to obtain the best results in native campaigns.

*“Taboola was a big part of this very important launch for us and they helped us deliver the results we expected. Thanks to the diversity, volume and quality of inventory that Taboola offers, we managed to reach audiences that we could not otherwise reach.”*

- Tania Martínez, Media & Brand Communications Manager of **Mercedes-Benz Mexico**

*“Of all the media mix, the video campaign we did with Taboola was the one that gave us the best results in terms of quality of traffic, clicks and registrations.”*

- Juan Sánchez Alzate, Digital Director of **AMQ**

To measure the performance, **Mercedes-Benz** focused on metrics such as the viewability rate, completion rate and CTR, and exceeded their objectives.

**Mercedes-Benz Mexico** and Artful Media Intelligence were able to follow the success of their campaign with the use of the **Taboola** Pixel. The easy-to-implement **Taboola** Pixel enables efficient and accurate conversion tracking and custom audience creation. As **Mercedes-Benz** expands its vehicle lines and continues to penetrate the Mexican market, they plan to expand their audiences with more native advertising and want to consolidate **Taboola** as a part of their digital strategy.