

Connexity identifies new audiences for major auto manufacturer: doubling the campaign's reach while also boosting conversions by 50%

The Challenge

GumGum worked with a major Japanese auto manufacturer to promote their minivan online. The brand was focused on generating awareness and meeting conversion goals for high-value online actions (such as requesting a quote from a dealer).

Tasked with finding prospective customers outside of typical in-market and competitive conquering strategies, GumGum turned to Connexity for a fresh approach to targeting that would expand their auto client's reach while also boosting conversions.



Partner Profile **gumgum**

GumGum, a computer vision platform for marketers, helps its clients deliver highly relevant and contextual ads within the boundaries of an image.

The advertiser: A major Japanese Auto OEM



The Solution

Closing the gap between consumer insights and media activation, Connexity first sought to better understand the auto manufacturer's customers and then follow up with targeted media based on these insights.

Using **Hitwise AudienceView**, Connexity considered a full 360-degree consumer profile of the client's past minivan owners. The detailed profile included demographic, lifestyle, life-stage as well as attitudinal data. Based on the highest indexing attributes from the AudienceView profile snapshot, Connexity recommended a suite of segments that best matched the client's minivan owners.

The Tactic

Ten audiences from Connexity's Life Stage, Lifestyle, and Demographic categories including:

Household CEO

Moms with Children 0-2 and 3-5

Asian Ethnicity

GumGum landed data for these ready-to-activate audiences in their own proprietary platform for targeting and activation.

“What we love most about our partnership with Connexity is the ability to generate an audience profile for any given advertiser or product through AudienceView – and then activate against it using Connexity segments.”

Travis O'Neil, Vice President of Operations at GumGum

The Results



100%
greater reach



50%
higher conversion rate

Connexity's Insights-to-Activation audiences significantly improved campaign performance. When compared to in-market automotive audiences traditionally targeted by GumGum's client, Connexity's audiences drove both higher reach and conversion rates.

The strong performance of Connexity's data and Insights-to-Activation approach has opened new opportunities with GumGum in automotive and other verticals.