Renault Case study

Brand challenge:
Renault wanted to increase awareness of their Renault Kadjar SUV and drive foot traffic into their IT car dealerships.

Blis solution:

Our Blis Activation, Attribution and Analytic products; Audience Targeting, Location Targeting, and Trend and Insight Reports, enabled Renault to effectively promote their Kadjar SUV through:

- Collating audiences based on socio demographic categories/interests that fit the Renault audience, when in proximity to Renault's OOH campaigns
- Re-targeting these collected audience groups based on device ID's with an engaging video ad unit and a CTA driving consumers into Renault dealerships
- Real-time targeting, delivery of ads to consumers in proximity to Renault dealerships

Results & insights

Friday	Best performing day	5-8pm	Best performing time
0.35%	Overall Foot Fall Rate	**70%**	Overall footfall uplift from control to exposed
1.25%	CTR	**1.7M**	Impressions

- Best performing location: Renault Retail ROMA
- Weekends are of greater importance to Renault than the competitive set.
- Best performing day of the week for store visits: Friday