

The Road to Real Value

Atlas
by Facebook



Optimedia
The ROI Agency

Ninah

Spanish Internet users spend nearly 3 hours total on mobile devices each day — more time than they spend on their desktop computers.¹

For major advertisers hoping to make a splash in Spain, it makes sense to consider buying ads not just on desktop, but mobile as well. But since today's predominant ad-tracking technologies can't prove the value of cross-device ads, many advertisers are conservative with their mobile investments. That means they're missing out on a major channel for driving brand awareness and revenue.

Toyota was bold enough to take the road less traveled. Not content to limit its options or lead from behind, the automaker asked long-time agency partner Optimedia and its analytics arm, Ninah, to measure the impact of investing in mobile for a recent cross-device campaign promoting the Toyota Yaris. In turn, Ninah enlisted Atlas' people-based measurement to create the first-ever cross-device digital attribution model for Toyota in Spain.

263 

MILLION TOTAL IMPRESSIONS

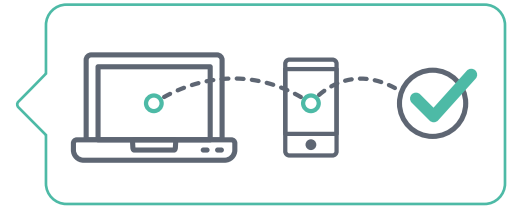
With a total reach nearly as big as the entire online population of Spain

CAMPAIGN GOAL:

Encourage people to convert by signing up to test drive a Yaris, downloading a catalog or asking for a price quote.

Key Atlas Insights

People who saw ads on both desktop and mobile were far more likely to convert than those who viewed ads on only one device type



THE VALUE OF MOBILE



2 in 5 impressions (43%)
happened on mobile



2 in 5 conversions (39%)
happened on mobile



Mobile ads had higher
engagement than desktop ads

THE ROAD TO CONVERSION



More than half of all conversion
journeys (55%) included a mobile
touchpoint along the way



A quarter of all conversion journeys
included both desktop and mobile ads



Users were more likely to convert when
shown multiple ads (up to 9 ads)

“People-based measurement gives us a completely different, much more relevant approach to all our analysis, findings and insights. We are now more aware about the cross-device reality of the market, and we will be making strong efforts to adapt all future marketing and creative plans for them based on these findings.”

FRANCISCO PALMA

Marketing Communications Senior Manager, Toyota Spain

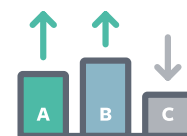
Future Recommendations



Increase investment and targeting to
older males, who significantly over-indexed
for conversion on this campaign



Maintain the high-yield
mobile ad buys that clearly helped
drive conversions



Consider increasing relative investment
in publishers A and B, potentially at the
expense of larger publisher C

Atlas Measures Real Journeys

Whenever a person is shown an ad, clicks on an ad or converts as a result of a campaign Atlas is measuring, we can see it — no matter what device they're using.

This window into the cross-device conversion journeys of real people helps advertisers understand the impact of every campaign investment they make, so they know which channels and publishers to prioritize and which to scale back. With Atlas measurement, advertisers can make mobile investments with the confidence that their choices deliver provable value and drive real business outcomes.



For more Atlas success stories, please visit www.AtlasSolutions.com

Sources:

1. TNS, "Connected Life" as cited in press release, Jan 27, 2016. http://na2.totalaccess.emarketer.com/Chart.aspx?dsNav=Nr:P_ID:185924