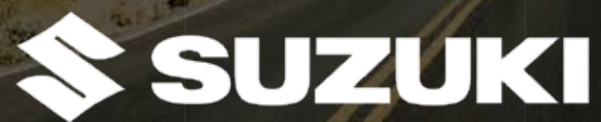


SUZUKI ENGAGES ON-THE-GO AUTO CONSUMERS WITH A HIGH IMPACT MOBILE CAMPAIGN

POWERING DECISIONS GLOBALLY THROUGH SEARCH INTELLIGENCE

PLANNING | ACTIVATION | MEASUREMENT



DISRUPTING AUTO CONSUMER JOURNEYS



CHALLENGE

How can Suzuki raise awareness of the brand new Swift in the most competitive car segment to drive record sales for Suzuki?

CAMPAIGN OBJECTIVES

01. Introduce and establish the new Swift to existing Swift and Suzuki owners, to drive immediate consideration for purchase.
02. Ensure that the Swift is visible in a disruptive manner to drive brand awareness, incremental share of market vs share of voice and search uplift.
03. Capture the conquest opportunity with all competitors, especially amongst mini / super mini ranges.

TARGET AUDIENCE

ABC1 25-44, slight male skew, auto-intenders.

CAPTIFY SOLUTION

Captify Search Intelligence analysed billions of monthly searches across 2.2 billion users to pinpoint relevant consumers for the new Suzuki Swift.

Captify's planning insights determined the mobile nature of auto consumers' searches and activated a high impact campaign on mobile.

SUZUKI CAMPAIGN IN ACTION



SEARCHES BY DEVICE

PLANNING

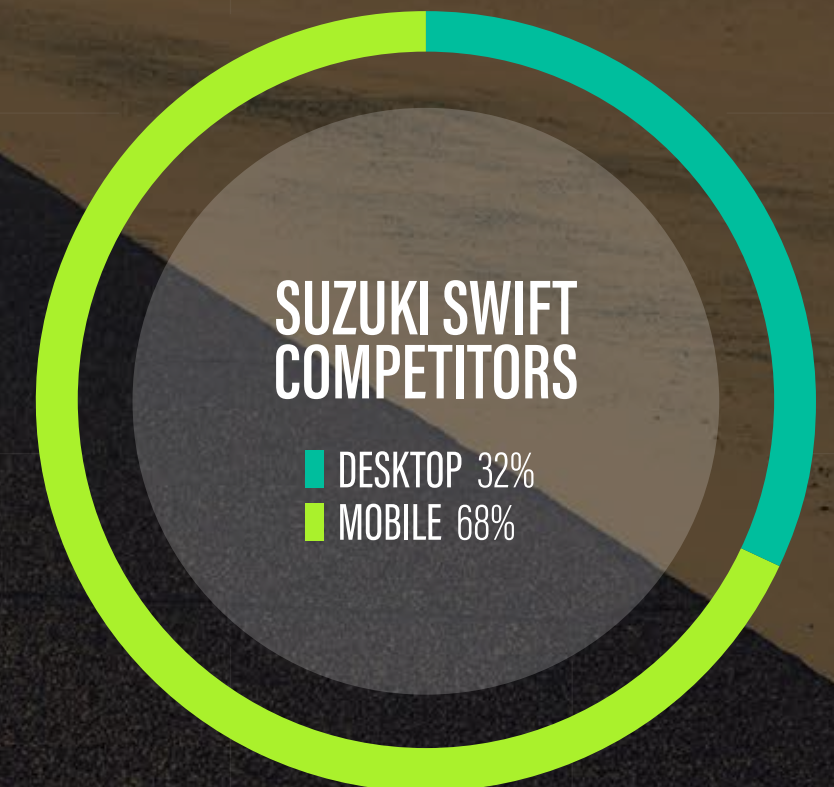
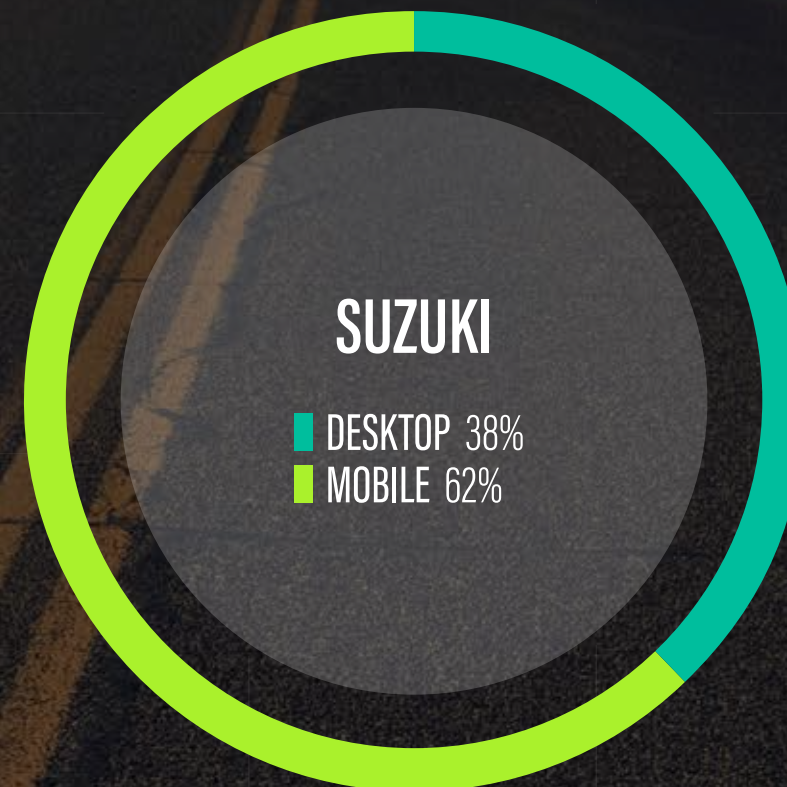
Suzuki tapped into Captify's unique data set to lift the lid on consumers and uncover in-market audiences for a new dynamic and agile car, especially mini or super mini models, as well as current Suzuki owners.

KEY INSIGHTS

01. Audience Profile | Captify's semantic engine identified that a high percentage of users searching for Suzuki and mini models had an affiliation with keyword categories around children, mortgages and family holidays, indicating a family audience.

02. Inner-life Interests and Moments | Searches for mini car models had a high affiliation with 'home and furniture' keywords, suggesting users are moving or renovating.

03. Device | Captify's rich data identified that whilst the majority of users searching generically around new cars were heavy desktop users, the most engaged audience searching for Suzuki Swift and its competitors were using a mobile device.



SUZUKI CAMPAIGN IN ACTION



ACTIVATION

01. Mobile First | Captify activated a mobile first strategy to target Suzuki's on-the-go audience, who are most likely to engage with the brand on a mobile device.

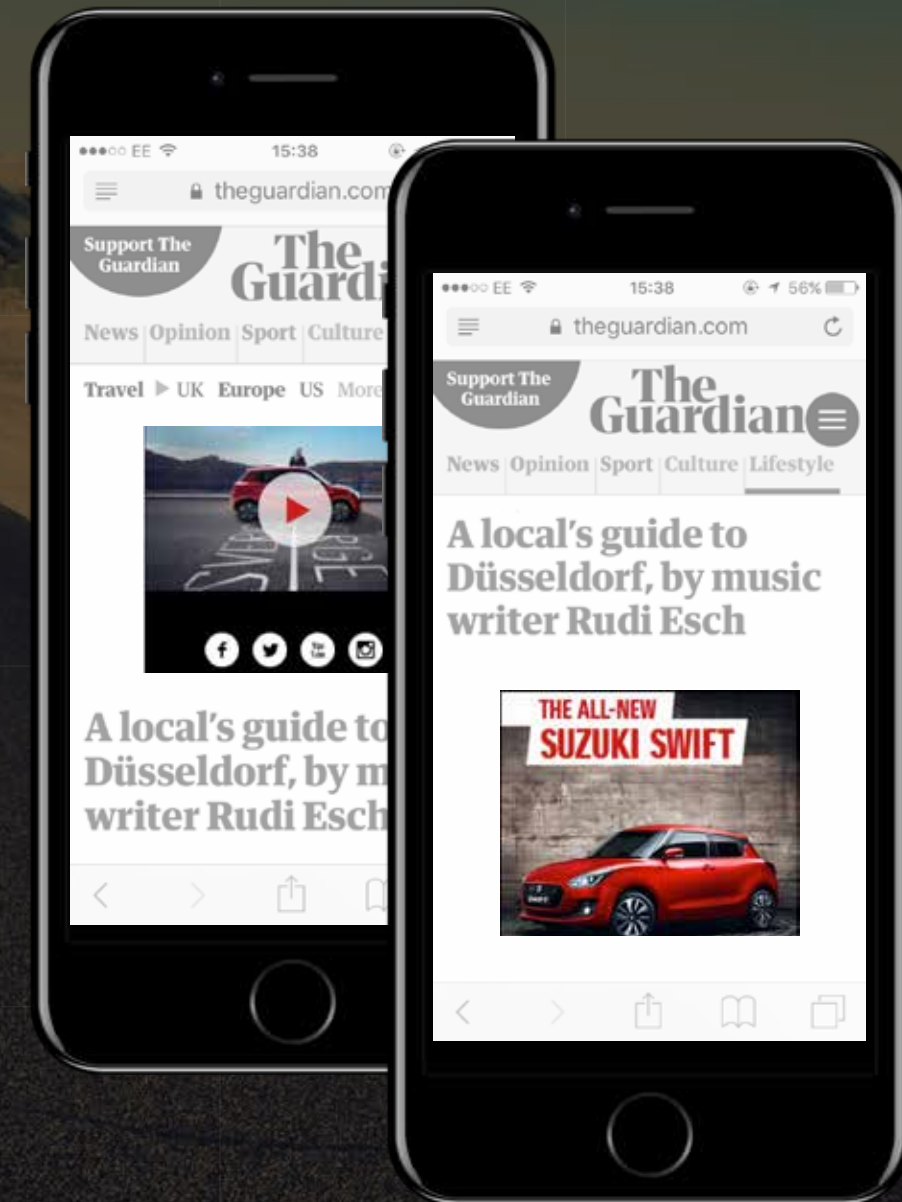
02. High Impact Formats | Captify built and activated an engaging, interactive, designed-for-mobile Parascroller format. Its high impact nature drove high levels of awareness and quality traffic through to the Suzuki website.

03. Targeting Strategy | The campaign ran across multiple strategies targeting life moments, audience demographics, competitors, the Suzuki brand and auto-intenders.

04. Campaign Optimisation | Search Intelligence revealed that mobile searches for Suzuki Swift peaked between 18:00 – 22:00. Captify increased delivery between these hours to capitalise on higher audience engagement.

EXAMPLE USER JOURNEY

RAC	🔍
NEW SOFA	🔍
REMOVALS	🔍
FAMILY CARS	🔍
HATCHBACK	🔍
CITROEN C3 REVIEW	🔍
SUZUKI	🔍



SUZUKI CAMPAIGN IN ACTION



MEASUREMENT

2.24X

BETTER THAN INDUSTRY BENCHMARK CTR

BEYOND THE CLICK

Captify Search Intelligence truly measures campaign effectiveness with unique insights from the largest, real-time, unbiased consumer panel that exists.

Looking beyond traditional campaign KPIs, Suzuki benefited from increased brand awareness. Users were **28X** more likely to search for Suzuki after being exposed to a Captify ad compared to unexposed users.

“Captify were the perfect partner for us to work with on the launch of the Suzuki Swift, where we were able to realise the benefits of their Creative Studio relationships and strength of the core Captify product to deliver a perfectly targeted, engaging creative for Mobile that exceeded performance benchmarks and provided us with unique insights into our most engaged audiences to inform future campaigns.”



David Counsell, Digital Trading Director, the7stars

CAMPAIGN UPLIFT

SEARCH VOLUME INDEX

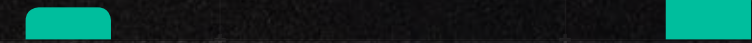
28
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28X

MORE LIKELY TO SEARCH FOR SUZUKI AFTER BEING EXPOSED TO A CAPTIFY AD

NON-EXPOSED

EXPOSED



GET IN TOUCH

📍 5 LANGLEY STREET
WC2H 9JA

☎ (+44) 2078 126330

SALES

SALES.TEAM@CAPTIFY.CO.UK

CLIENT STRATEGY

CLIENT.STRATEGY@CAPTIFY.CO.UK