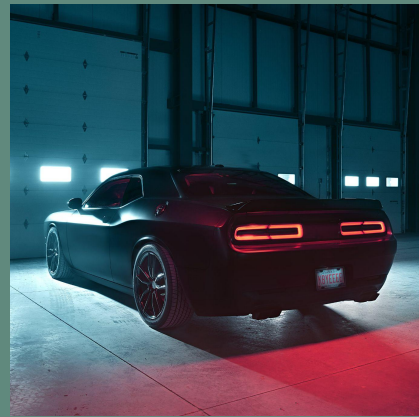


Industry: Automotive



Stellantis drives nameplate customers on the road to conversion

Challenge

Stellantis wanted to go outside of their traditional media metrics to learn more about their converting audience across nameplates to help inform brand initiatives and creative messaging to capture incremental audiences.

Solution

With Quantcast's audience insights, Stellantis gained an in-depth understanding of their core consumer's habits and path to conversion signals that could be leveraged across their creative messaging.

Results

They successfully gained insights into their converting audiences, driving efficient 'Schedule A Test Drive,' 'Find a Dealer,' and 'Search Inventory' leads.

Key results

#1

CPA partner

1.6x

Uplift on conversions