

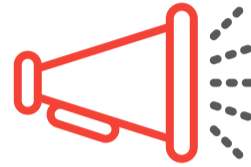
1. Business Objective

Maruti Suzuki Ignis uses SDC to automate its lead generation beyond traditional audience

2. Goals



Drive enquiries for automatic variant of Ignis



Promote Ignis beyond the limited age, demographic & topic

3. Strategy



Used smart bidding to reach customers beyond the traditional youth audience



Optimised creative assets with combination of multiple images using descriptions & headlines chosen from best converting search campaigns



Optimised daily budget to 50X the target CPA



Minimised change frequency to allow campaign stabilisation

4. Results



~25%

leads generated from 35-55 year old age group beyond traditional youth customers



~10%

leads generated translated into hot enquiries comparable to offline leads



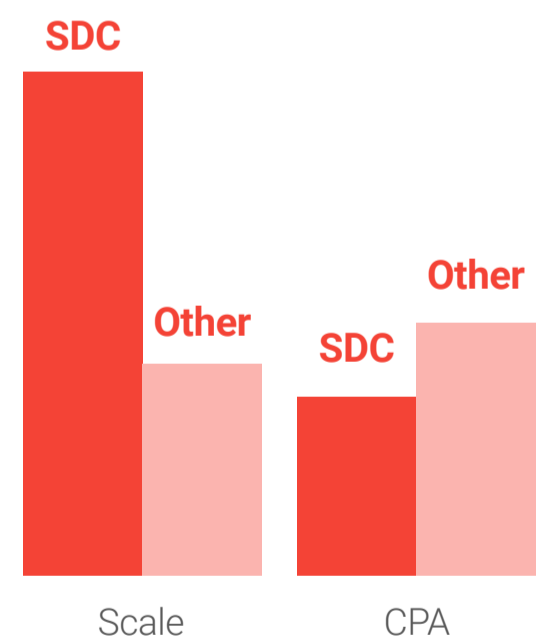
65%

of all display leads for Ignis generated through SDC



27%

Lower CPA for SDC leads v.s other paid channel on display



Today creative marketing has moved from guess-estimation and just concept testing to multiple creatives being created, tracked and optimised in real time. The precise targeting and acquisition options available through advanced machine learning not only support business objectives but also increases efficiencies. Smart Display Campaign helped in achieving the objective with an array of creative ads and automated optimisation. We have seen a positive trend and good results in terms of enquiries.

Sanjeev Handa | VP- Marketing, Maruti Suzuki India Limited