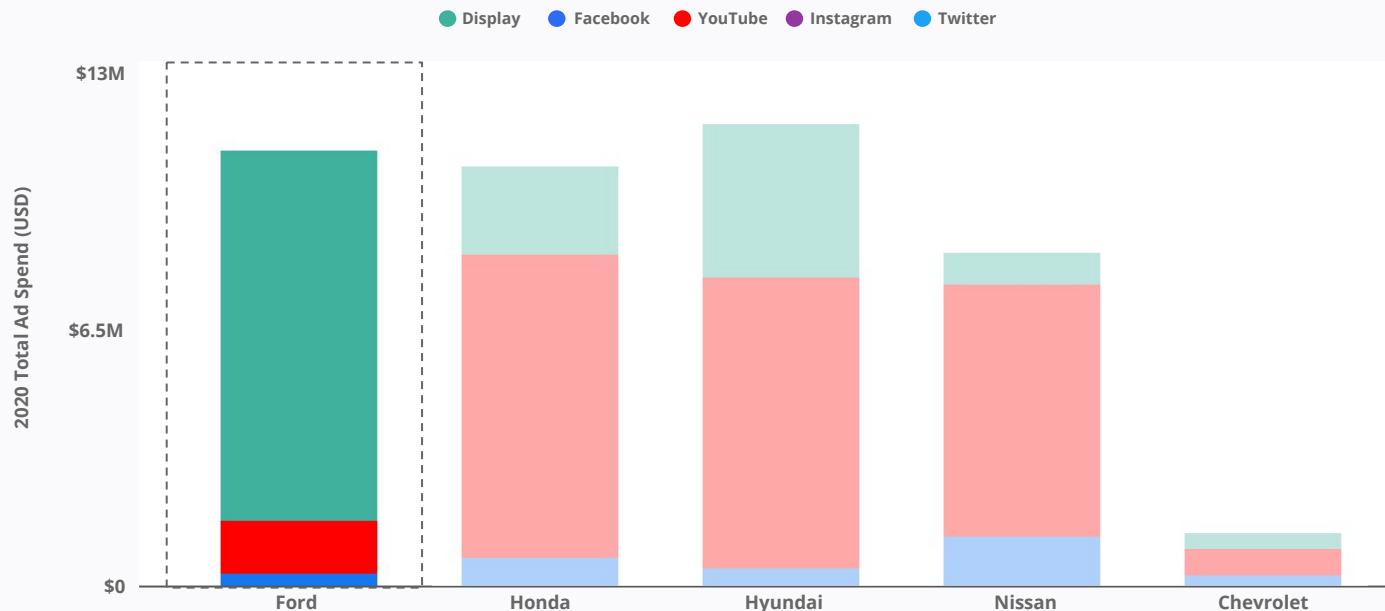




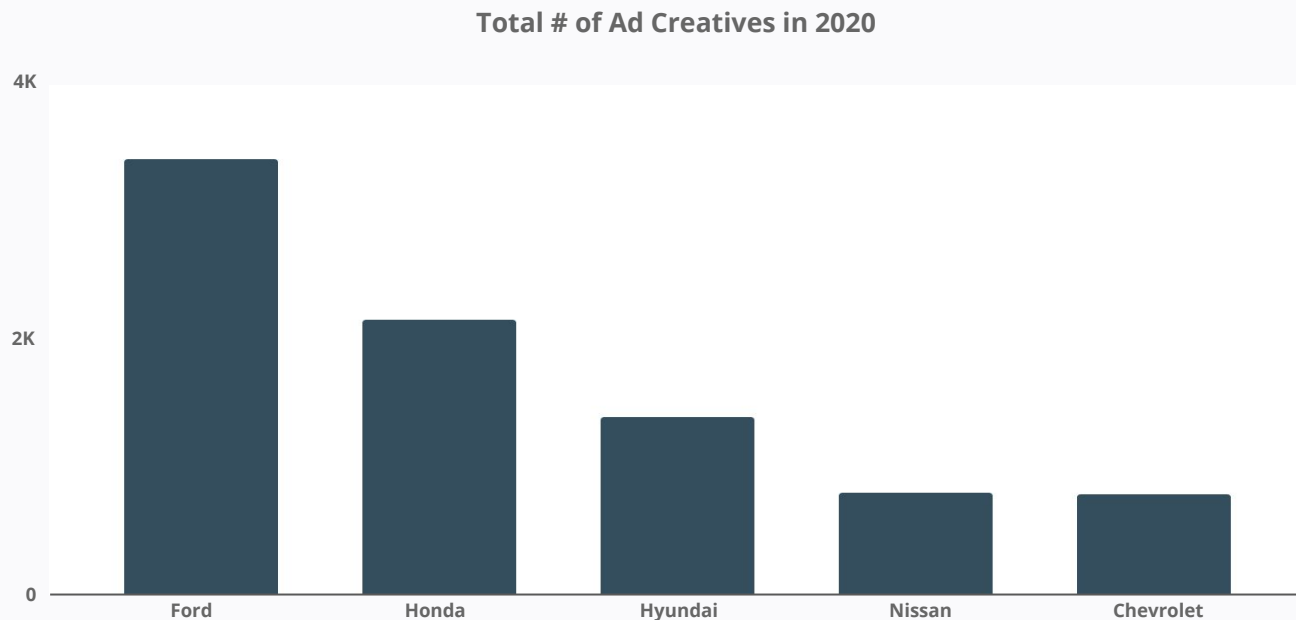
Increasing Web Traffic by +212%
Through Display Advertising
Automotive

Ford is the only brand within the competitive set that is focusing their advertising efforts on Display, while all other automotive brands are allocating the majority of their ad spend on YouTube.

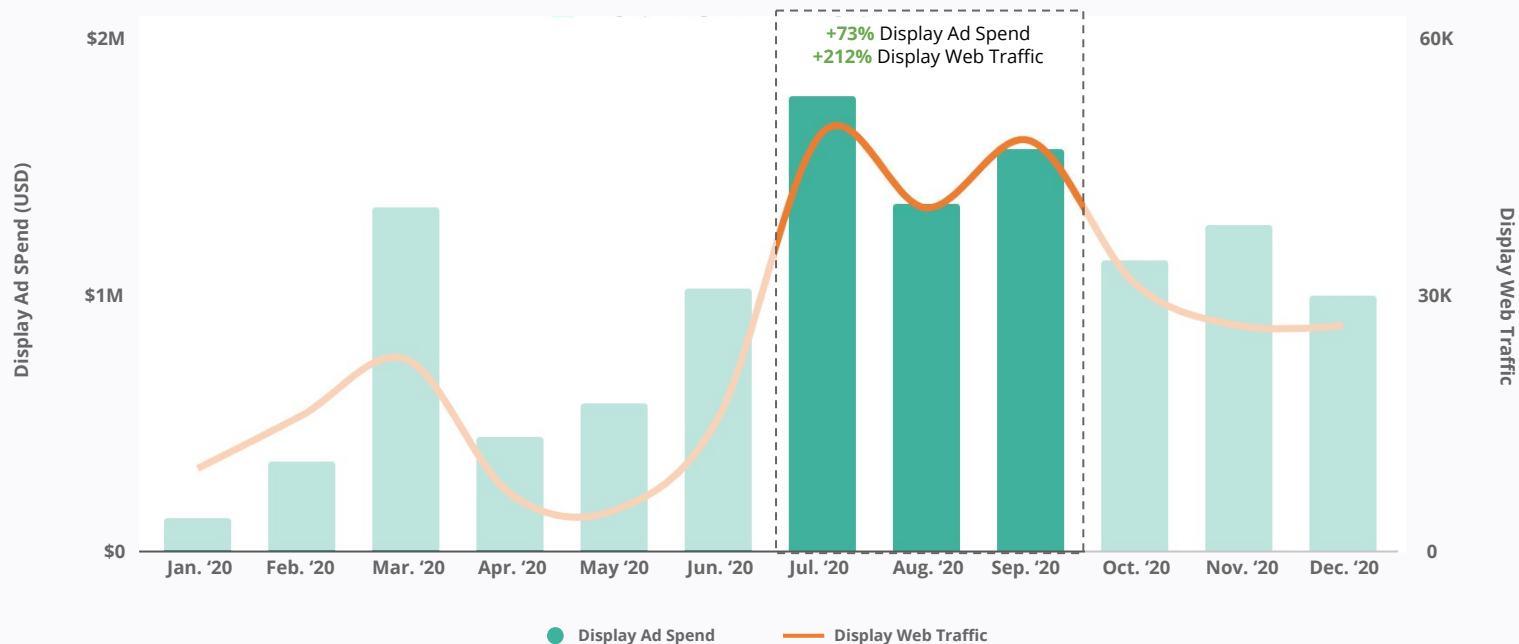
Ford allocated 84% of their total ad spend towards display advertising in 2020.



In addition, Ford ran the highest number of ad creatives in 2020, with 3,692 ads followed by Honda with 2,351 ads.



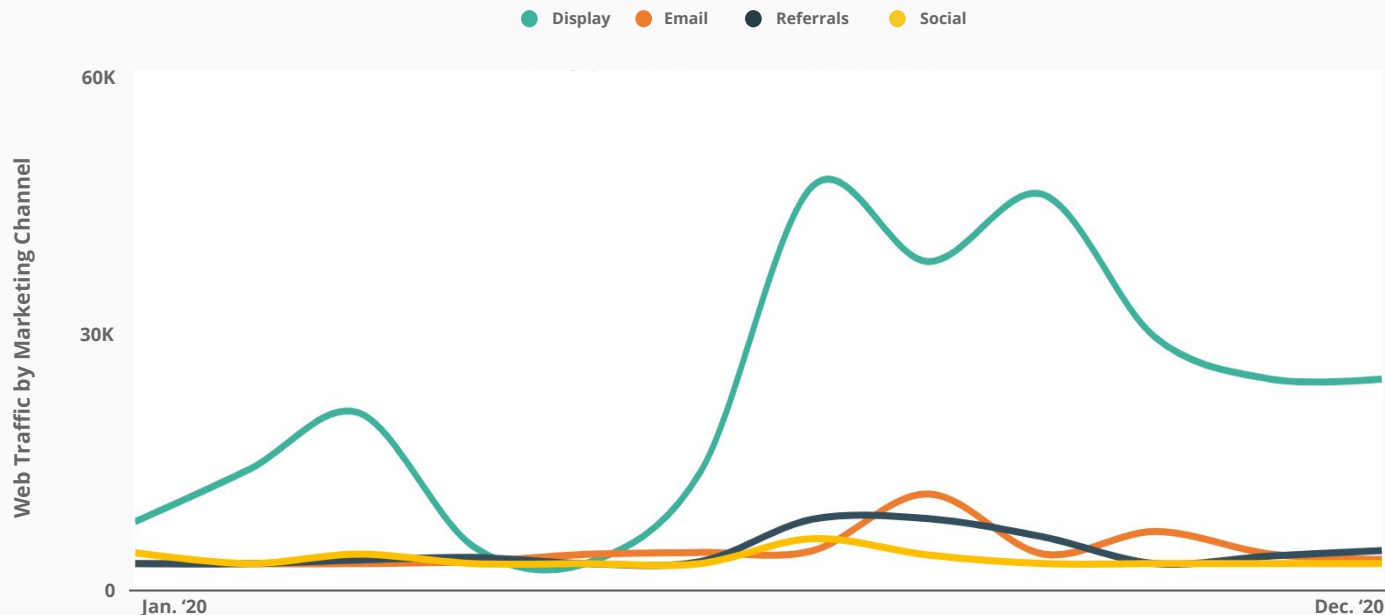
In July, Ford increased Display ad spend by **+73%** which resulted in a **+212%** increase in Display web traffic.



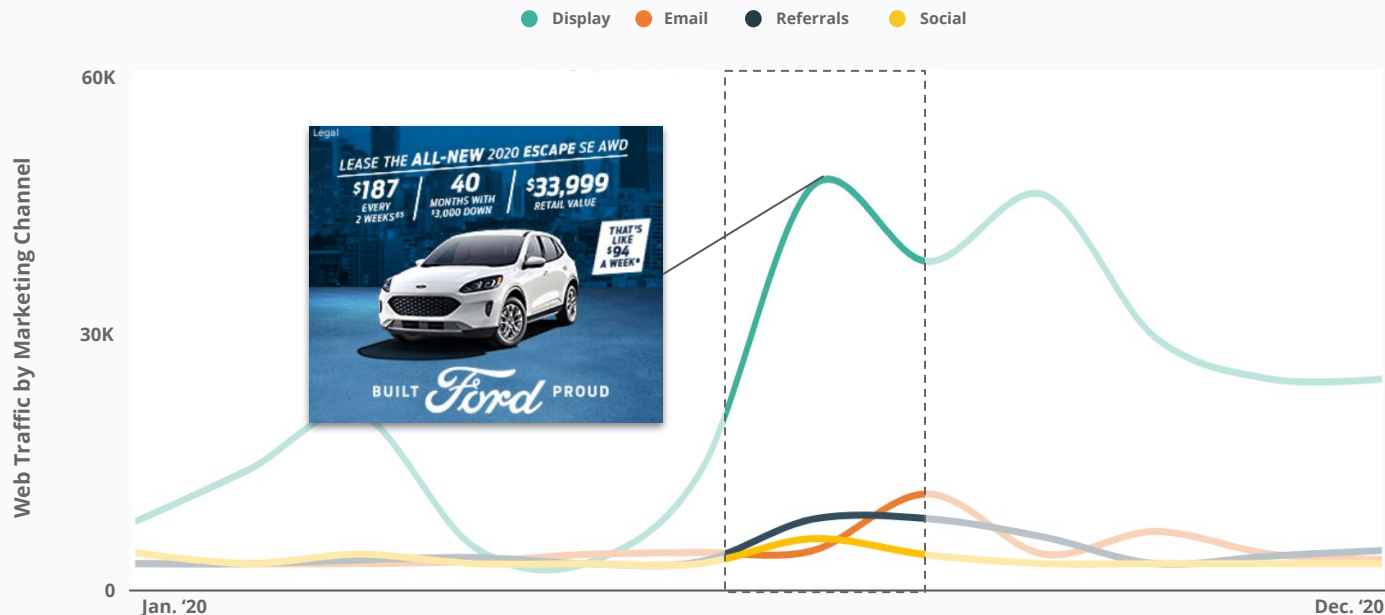
Please Note: Spend is a directional approximation and does not include retargeting, or behavioural targeting.

Ford's investment in Display advertising has yielded great results. Compared to other marketing channels, Display generated **+308%** more web traffic in 2020.

Direct, Organic Search and Paid Search have been omitted from this analysis.

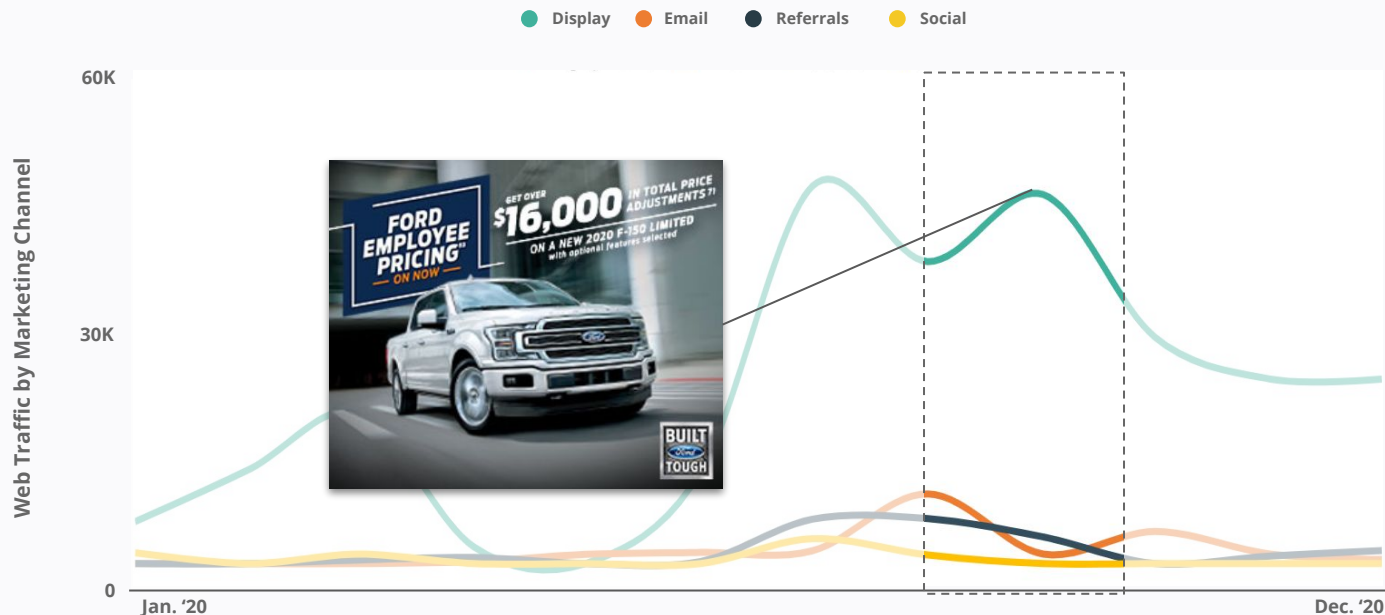


Ford began to aggressively advertise their leasing and financing plans through display ads, which led to the first spike in web traffic in July.

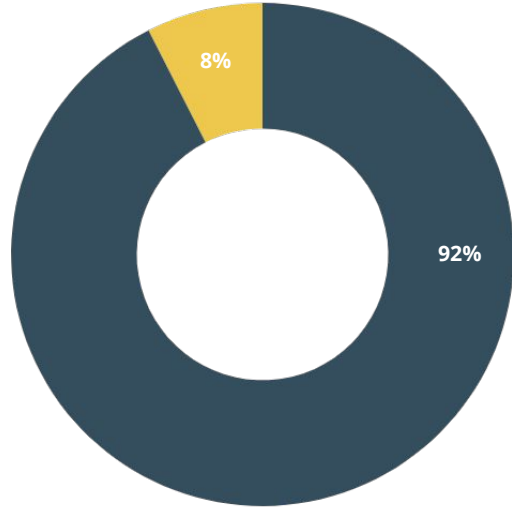


Please Note: Spend is a directional approximation and does not include retargeting, or behavioural targeting.

The second spike during this time period was initiated from the launch of the “Employee Pricing” campaign.

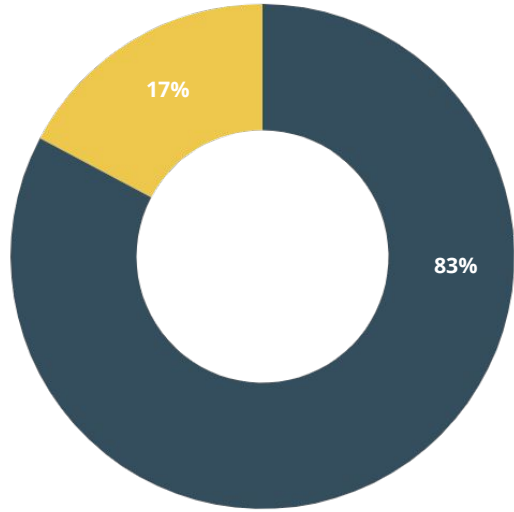


Please Note: Spend is a directional approximation and does not include retargeting, or behavioural targeting.



● Desktop Display ● Mobile Display

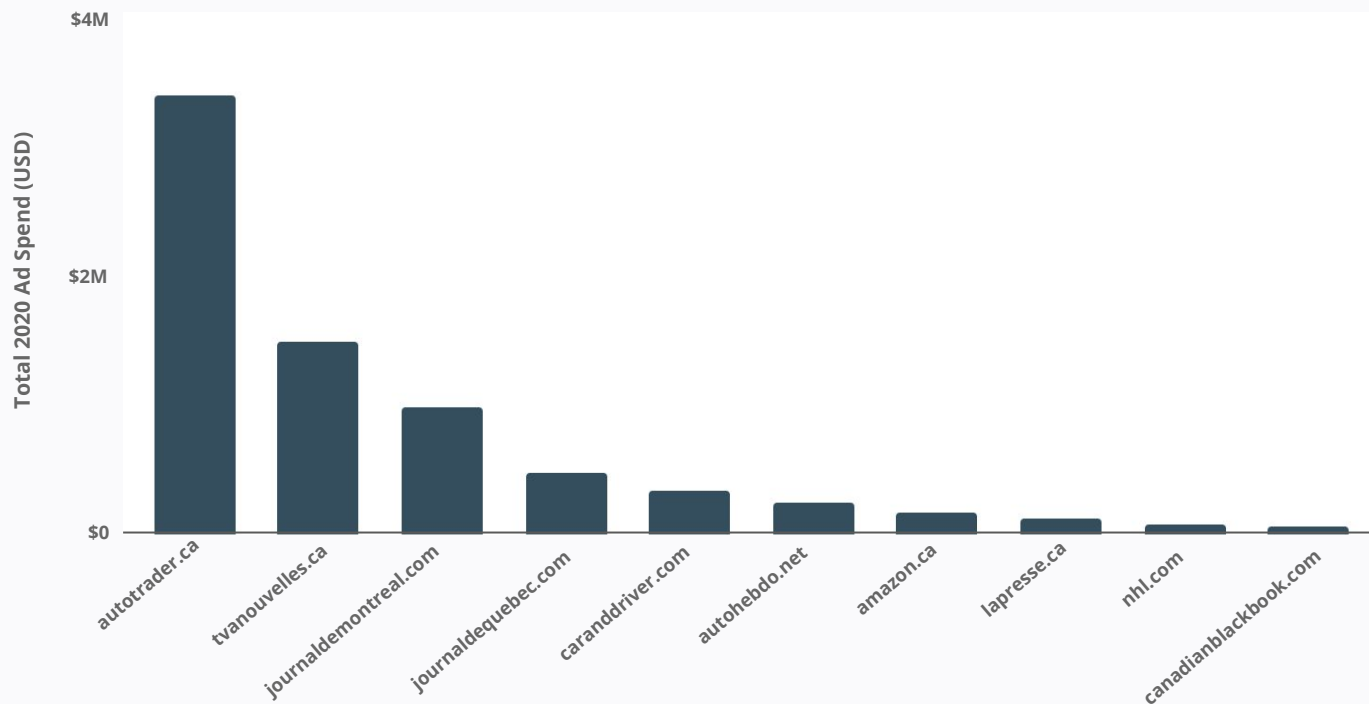
92% of Ford's Display ads are run on Desktop devices.



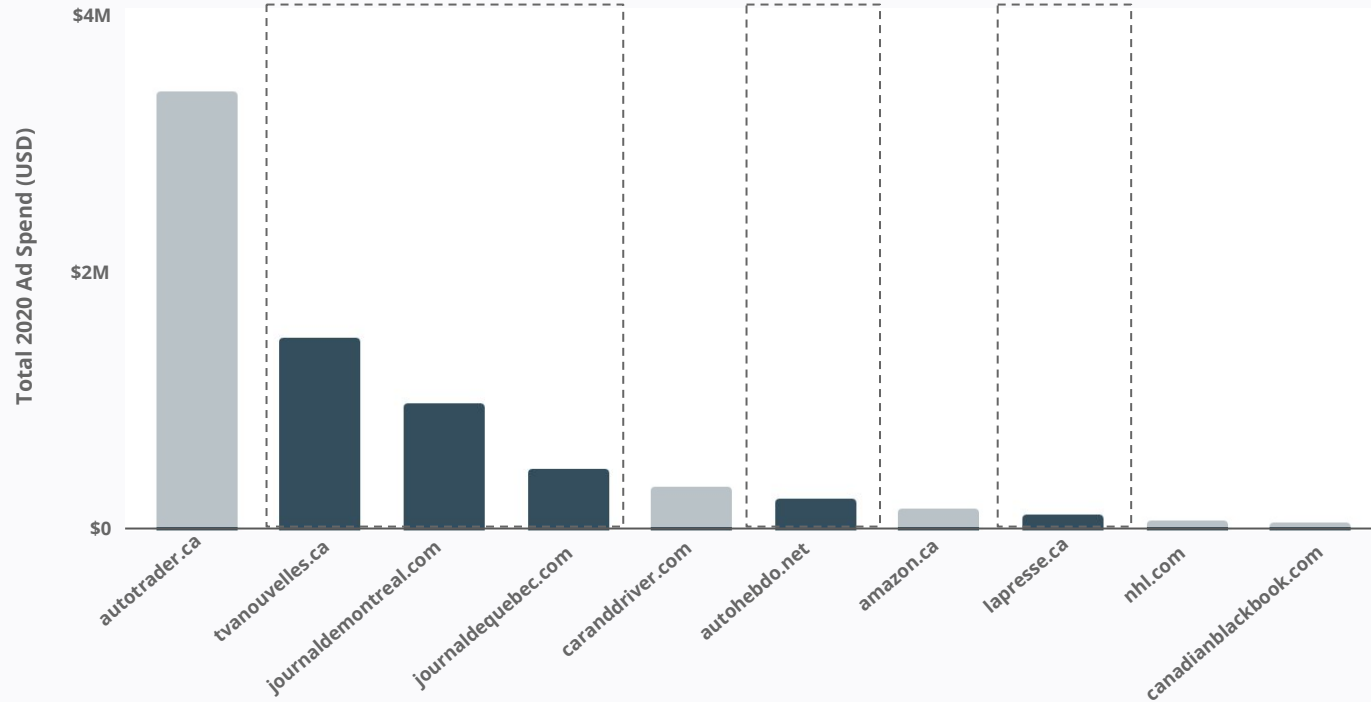
● Image ● Video

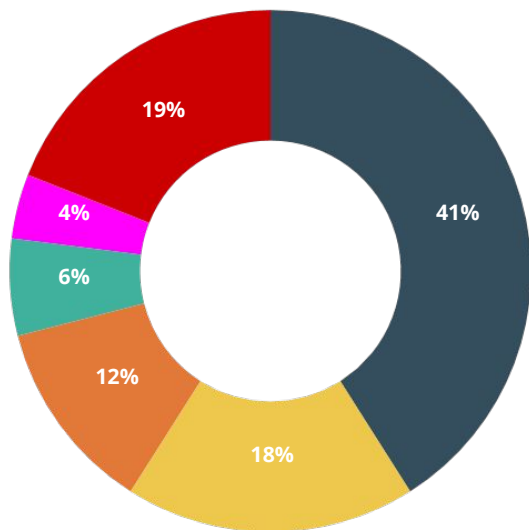
**While only 17% of Ford's
Display ads are video.**

The top site for Ford Display ads is autotrader.ca (\$3.7M), followed by tvanouvelles.ca, which is a French-Canadian news channel.



50% of the Top 10 Display Sites are French-Canadian.





● Autotrader ● Tvanouvelles ● Journaldemontreal
● Journaldequebec ● Caranddriver ● Rest of Sites

Autotrader.ca makes up 41% of total Display ad spend.

The Top 3 display advertising campaigns in 2020 focused on promotions (Employee Pricing and Rebates) and leasing plans.

Leasing & Financing Plans



Employee Pricing



Year-End Event



Ford clearly communicates potential savings in dollar amounts and the details of each leasing plan to the consumer.

Leasing & Financing Plans

Employee Pricing

Year-End Event

French Version

English Version



[Click to View Landing Page.](#)

Spend: **\$367K** | Impressions: **17M**
CPM: **\$2.15**



[Click to View Landing Page.](#)

Spend: **\$8.7K** | Impressions: **590K**
CPM: **\$1.47**

Tactics Used:

- Top creative for this campaign includes French copy
- Highlights savings in exact dollar amounts for potential consumers (i.e: "That's like \$69 a Week")
- Clearly communicates the details of each leasing plan:
 - 40 months with \$X Down
 - Retail Value
 - Biweekly payments

Ford created a sense of urgency through their limited time offer for employee pricing by indicating an end date for the promotion.

Leasing & Financing Plans

Employee Pricing

Year-End Event

French Version

English Version



[Click to View Landing Page.](#)

Spend: **\$303K** | Impressions: **13M**
CPM: **\$2.32**



[Click to View Landing Page.](#)

Spend: **\$44K** | Impressions: **3M**
CPM: **\$1.42**

Tactics Used:

- Top creative for this campaign includes French copy
- Sense of urgency is created through limited time offers. French creative indicates an end date for the promotion (September 30th)
- Clearly communicates the total dollar amount for each price adjustment
- Both landing pages direct users to the "Build Your Own" site

All three campaigns directed consumers to the “Build Your Own” landing page for the specific car model that is featured on the display ad.

Leasing & Financing Plans

Employee Pricing

Year-End Event

French Version

English Version



[Click to View Landing Page.](#)

Spend: **\$213K** | Impressions: **8.9M**
CPM: **\$2.40**



[Click to View Landing Page.](#)

Spend: **\$9K** | Impressions: **544K**
CPM: **\$1.67**

Tactics Used:

- Top creative for this campaign includes French copy
- Features more than one car model in various colors and sizes to appeal to a broader demographic
- Highlights the rebate value - “Get up to \$6,500 in rebates”
- Both landing pages direct users to the “Build Your Own” site

Key Takeaways

From the Increasing Web Traffic by +212% Through Display Advertising Case Study:

Advertising Focus — Display Ads: Ford allocated 84% of their total ad spend budget towards display advertising in 2020. In July, Ford increased their display ad spend by +73%, which resulted in a +212% increase in display web traffic. Overall, Ford's investment in display advertising has yielded great results — compared to other marketing channels such as email, display generated 3X more web traffic in 2020.

Display Advertising Focus — Desktop & Image: Currently, 92% of Ford's display ads are run on desktop devices while only 17% of Ford's display ads are in a video format. This highlights an area of opportunity in the mobile video space for display advertising. Due to the pandemic, [mobile screen time](#) is at an all time high — consider increasing mobile display advertising budgets and continuously A/B testing between desktop and mobile devices while there is less competition in the mobile space.

Display Tactic — Top Site for Display Ads is Autotrader.ca: Autotrader.ca makes up 41% of total display ad spend and had a significant spend of \$3.7M in 2020. Ford focuses their display advertising efforts on the French audience, as 50% of their Top 10 Display sites are French-Canadian. In addition, all of the top performing creative for their promotional campaigns were French creative.

Content & Messaging — Promotions & Leasing Plans: The Top 3 display advertising campaigns in 2020 focused on promotions (Employee Pricing and Rebates) and leasing plans. Ford's display ads are focused on a lower funnel conversion objective as they are highlighting promotional messaging and directing users to a "Build Your Own" landing page. In addition, Ford is aggressively advertising their financing and leasing plans for their SUV and Truck product lines.