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Chevrolet is an American automobile division of the American manufacturer General Motors (GM), which was founded in 1911. The company is one of the world's leading manufacturers and Chevrolet-branded vehicles are sold in automotive markets globally.

CHALLENGE

The challenge was to increase the number of leads generated by the website, with a particular focus on specific car models. The Fanplayr solution in this particular instance was to increase onsite engagement by targeting users who were attempting to abandon the site. Fanplayr was able to segment these users by analysing their behaviour and identifying the specific signals which demonstrated the user's decreasing engagement and therefore propensity to leave the site. Once segmented, this behaviour triggered an overlay which encouraged the user to leave their contact details so that they could be informed of further promotions and discounts for their car model of choice.

As an extra layer of personalisation the make and model displayed in the creative was dynamic, based on the interest shown by the user during their navigation of the site.



RESULTS

By using Fanplayr's advanced segmentation real-time technology, the Chevrolet campaign achieved a **11% CTR** and **9% CR** post click.



Thanks to the Fanplayr strategies we have collected more than 6,500 leads so far this year, achieving our goals and keeping us on track for the rest of the year.

Carlos Arenas

Digital Director

Fanplayr is a global leader in e-commerce and websites behavioral data, using machine learning and AI to enable businesses to increase conversion rates and revenue, collect more leads, and retarget visitors. Fanplayr is headquartered in Palo Alto, California with offices in New York, Buenos Aires, Mexico City, Milan, London, Amsterdam, Sao Paulo, Melbourne and Tokyo.

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