



# Case Study

Nissan Infiniti Test Drive



The local Nissan dealer in UAE (Arabian Automobile) has launched test drive opportunity for its luxury brand (Nissan Infiniti) across UAE. The initiative is aimed at bringing its Nissan Infiniti brand directly to consumers to raise awareness about the brand's new 2011 lineup and encourage people to submit requests for test drives.

### Campaign Objectives

1. Create brand awareness about the new Infiniti car series across UAE
2. Offer a test drive opportunity for interested customers in UAE to increase sales and purchase opportunity

### Campaign Duration

2 weeks

### Measurements

1. Daily measurements of Click through rate
2. Daily measurements of registered customers for test drive through Infiniti Test drive mobile form that has been developed, maintained and hosted by AdFalcon





## How it worked

Nissan Infinity Banners were served on top premium mobile Apps and sites in UAE targeting smartphone users only along with top mobile applications and mobile sites that's massively accessible by mobile users in UAE. Users clicked on the banners and were taken straight through the mobile registration landing page

The mobile registration form collected the following key customer details:

- 1- First name and last name
- 2- Mobile number
- 3- Email address
- 4- Car model (G Sedan, G group, FX, EX...etc.)

Once interested users filled-in the mobile registration form a new sales lead has been registered with all details and accessed by Nissan Infinity sales team every 24 hours

## The Results

Unique visits to Nissan Infinity mobile registration form through AdFalcon Campaign	Overall Campaign CTR	Leads received
4,274	0.35%	45