

2012 iPG Awards UK SUBMISSION



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iProspect^{iP}



TOYOTA

ALWAYS A
BETTER WAY

iProspect have driven performance across our digital strategy as well as using data to deliver efficiencies across all our channels

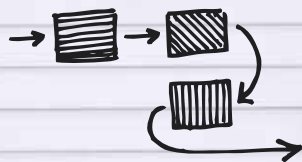
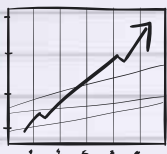


James Humphries, Marketing Manager, Toyota

The Challenge

BRIEF:

iProspect were tasked to identify key areas of the website that would need improving to provide significant performance gains, for desktop and mobile audiences



The Strategy

Driving media efficiency through onsite optimisation

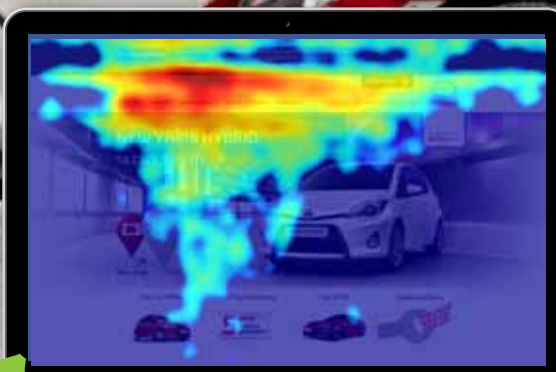
A/B Testing



Mobile optimisation



Heatmapping Technology



The Results

530%

Mobile
conversion
rate uplift

50%

Reduction in
mobile bounce
rate

100%

Overall
conversion
rate uplift