



Success Stories

EUROPCAR



Affectiv

 Advertising People Want

Aectv helps Europcar drive car rental bookings **AND REDUCE THE CPA TARGET BY 11%**

THE BRIEF

Europcar have a very strong base in Central Europe and were looking for an innovative campaign that would strengthen their presence within the UK market. A large proportion of travellers coming to the UK for their holiday book car rental in their home country. However, Europcar wanted to target UK residents making a car rental booking for their journeys within the UK. Running during the summer months increased the competitiveness of the campaign as it is a high season and prime advertising time.

OUR APPROACH

The main KPI of the campaign was Cost Per Acquisition (CPA). Affectv were challenged with a strict CPA target, which meant that the team had to be cost-efficient and highly strategic.

Affectv carried out a unique test where 30% of the overall campaign was run with Affectv deliver personal messages to a relevant person, at a relevant point in time. Each message was tailored for individuals using real-time data. This allowed Europcar to engage more effectively with new and existing customers, and ensured Affectv drove outstanding results.

INSIGHTS

- Europcar customers were inherently interested in cycling as a sport and hobby
- Customers are tech savvy, due to their interest in articles centring around apps for tablets and smartphones.
- The Europcar audience primarily use Evernote as a tool to collect and organise documents and, ultimately plan their holidays.



BEAT CPA
target by 11%

'Message 1'
outperformed
'Message 2'
by a 7,3% difference in conversions.