



## eBay Motor Spain: Driving up campaign ROI by 28%!

*Background:* eBay Motor is an online marketplace for sale of new and used cars, motorcycles and accessories. As such it is continuously looking for new ways to increase the number of registered users on its platform. The conventional campaign management approach using context-related sites for displaying online ads had been used in the past, but efficiency issues had come up. Together with Media Contacts, the global interactive media network of Havas Digital, and wunderloop, three campaigns were set up to compare the effectiveness of targeted solutions with contextual campaigns.

### The eBay Motor / wunderloop partnership

Together with Media Contacts, wunderloop's targeting experts developed a two-phase approach for eBay Motor Spain: during a non-segmented 'learning phase', activities focused on evaluating the best suitable target user groups ('targets') for the campaign. Overall, five customized targets were detected. They showed best performance in terms of click-through rate (CTR) and reach.

The three campaigns were launched between November 28 and December 18, 2007:

- One campaign was targeted using wunderloop's behaviourally targeted online ad exchange 'connect'. It was running out of automotive sites.
- The other two campaigns were run across different automotive sites in the Spanish market.

### The benefits to eBay Motor Spain

The results showed that the targeted campaign was not only very successful in terms of click-through-rates, but also in efficiency (measured in ROI):

- The campaign's ROI (based on CPC) was 28% higher compared to the two contextual campaigns! Correspondingly, the average CPM decreased by 32%.
- The click-through-rate of the targeted campaign was 107% higher compared to the non-targeted (RON) campaign in the 'learning phase'.
- The targeted campaign showed a 40% higher CTR than of the two contextual campaigns. This is a very positive result, as it proves the high efficiency of behaviourally targeted campaigns compared to contextual campaigns.

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