



## GOAL

Volkswagen (VW) AG is a leading producer of vehicles in Europe with production sites worldwide. Recognizing the potential of advertising on mobile, VW partnered with their agency Beyond Interactive and AdMob to drive increased brand awareness of the new Volkswagen Golf.

The objectives of VW's campaign were to engage with a high value, tech savvy German audience in order to drive traffic to their mobile site where users can download a video, screensaver or other information about the new Golf.

## SOLUTION

VW leveraged AdMob's significant reach and geo-targeting capabilities in order to focus this campaign specifically to consumers in Germany across a range of premium mobile sites and applications. With the objective of accessing a high net worth demographic and tech savvy audience, VW ran ads across AdMob's network focused on Blackberry and iPhone users.

AdMob's rich media and highly engaging ads enabled VW to connect users directly to their mobile site. Once on the site, they could learn more about the new Volkswagen Golf or even download related content such as screensavers.

AdMob's team of mobile experts helped VW every step of the way, from setting up the campaign, optimising to ensure objectives were met, and reporting throughout.

## RESULTS

VW and their agency Beyond Interactive achieved their goal of reaching tech savvy consumers in Germany to drive interest in the Volkswagen Golf. They found AdMob to be both a cost effective and high performance channel in which to engage with their key audience of consumers. AdMob delivered:

- Click-through-rates of 1.7% on average
- More than 25,000 visits to their mobile site.

Overall VW was very pleased with the brand visibility and performance achieved through advertising on mobile with AdMob.