



Case study- Automotive industry

A large multi-national manufacturer of both commercial & passenger vehicles, as well as motorcycles with branches all over the world and a large sub-set of other car brands.

Objective



Profile & identify users with a need for car services, and target advertising according to their profile and motivation.

Solution



Audience and demand identification engine that can be integrated into the client's ad ecosystem.

Benefits



Increased awareness, leads & conversions by delivering information targeted to psychological user profiles, and reduced advertising cost & improved marketing campaign ROI

"Through Symanto, we understand our customers' motivation and apply this knowledge to marketing and communication activities which has proven to be highly effective."

-Head of Digital Marketing-



