



# Honda Maximizes Conversions for Virtual Car Showroom Campaign using Outbrain's Conversion Bid Strategy

**Vertical**

Automotive

**Objective**

Conversions

**Product**

Conversion Bid Strategy

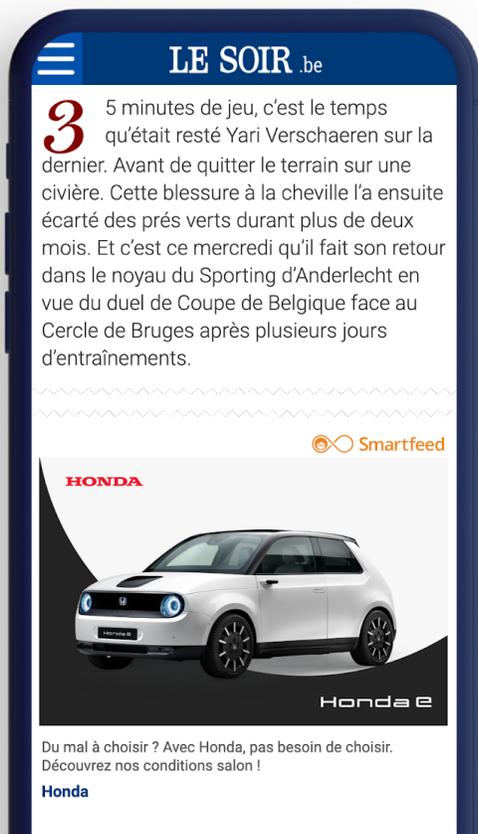
## Overview

Honda is one of the world's largest automakers and a leader in technology innovation for a safer and better future of mobility. Due to the global pandemic that forced the 2021 Brussels Motor Show to close its doors, Honda ran a digital advertising campaign - including via Social and Display - that redirected car enthusiasts to a virtual showroom of its latest car models. Based on the recommendation of the Dentsu Belgium agency, Honda partnered with Outbrain on a native ad campaign to find the most qualified audiences across the open web. The campaign addressed the brand's objective of driving brochure downloads, dealer searches, and test drives for its new line of vehicles.

## Solution

To meet and exceed its goals of generating as many conversions as possible, Honda leveraged Outbrain's Fully Automatic Conversion Bid Strategy (CBS). This feature helps advertisers like Honda to automatically optimize various campaign parameters such as CPC, section bid, or hour bid, bringing the highest number of conversions within Honda's predefined budget. In addition, Outbrain optimized the brand's creatives to ensure the best CTR according to the car models that generate the most interest.

These optimizations, coupled with precise targeting, enabled Honda to reach high quality leads based on its three main KPIs: test drive, brochure download, and dealer contact form.



## Results

Thanks to Outbrain's CBS technology, Honda was able to effectively maximize the number of conversions while outperforming other channels in cost-per-lead.

**+273%**

CTR vs. other channels:

9.18% with CBS vs. 2.46% with other partners

**+11%**

CVR vs. average of other channels

**-32%**

CPC vs. Social

Outbrain has once again shown excellent results in our campaign, based on three areas of performance. This enabled us to generate qualitative traffic on our website, and above all, increase our leads in terms of brochure downloads, dealer contact, and road tests in a very competitive market and period. While there's still room to take our strategy to another level, we are convinced that Outbrain can be a partner for this.

- Bart De Leeuw, Marketing Manager HONDA Benelux - Cars Division