

Challenge

Alfa Romeo was looking to leverage video advertising for its new Mito and Giulietta models in the UK. The goal of the campaign was to promote the brand and schedule test drives at local dealers ultimately leading to higher sales results. This required the dynamic personalization of existing video assets to push local messaging in a cost-effective way without compromising the broadcast quality of the ad.

Solution

With Eyeview’s proprietary technology, viewers received geo-targeted and personalized versions of the video ad containing the location of the nearest dealer. The ability to seamlessly integrate relevant visuals as well as incorporate custom voice-overs provided a clear call-to-action to schedule a test drive.

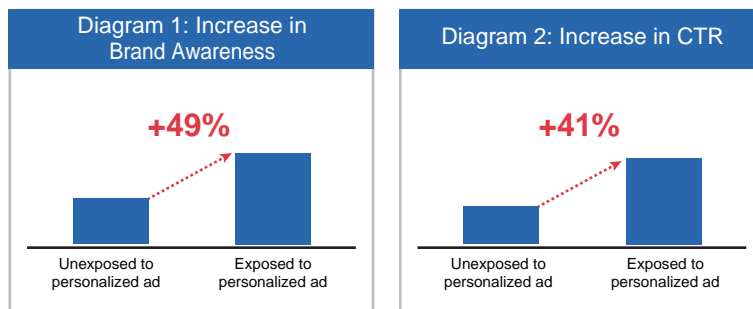
[See online demo](#)



Screen capture: maps of local Alfa Romeo dealers. Click the image to see an online demo

Results

This campaign showcased the value of Eyeview’s technology and provided 49% uplift in brand awareness by those exposed to the personalized videos. Additionally, there was a 41% increase in CTR vs. the one-size-fits-all TV ad.



About Eyeview

Eyeview, through its patent pending technology, lets advertisers deliver localized, personalized, real-time updated video ads
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