



Stellantis drives nameplate customers on the road to conversion



Company Overview

Stellantis is a multinational manufacturing corporation with a wide portfolio of brands, including Fiat Chrysler, Dodge, Jeep, and Maserati.

CHALLENGE

Stellantis and their agency Mediabrands wanted to go outside of their traditional media metrics to learn more about their converting audience across nameplates to help inform brand initiatives and creative messaging to capture incremental audiences.

SOLUTION

Quantcast leveraged their line of sight into 32MM+ Canadian internet users, 530 times a month, to analyze Stellantis's converting audience's path across the internet. This allowed Stellantis to gain an in-depth understanding of their core consumer's habits, unique insights into triggers, and path to conversion signals that could be leveraged across their creative messaging and other marketing tactics in both social and display.

RESULTS

Stellantis successfully gained insights into their converting audiences, leading to a 1.6x uplift on conversion. Quantcast's 'performance audiences' also drove efficient 'Schedule A Test Drive,' 'Find a Dealer,' and 'Search Inventory' leads. Quantcast became the #1 CPA partner on the plan.

HIGHLIGHTS



#1 CPA

partner



1.6x

uplift on conversions