

## Using AdsWizz AdWave and Point of Interest targeting to significantly improve customer experience

skysection



### THE SITUATION

Mercedes Benz, the multinational automotive giant and one of the most famous luxury automotive brands, wanted to improve their customers' experience and effectively communicate their newly launched pop-up stores in Turkey. They were seeking creative new ways to better target and more creatively deliver ads when inviting people to visit the Mercedes-Benz stores, and partnered with SkySection, a company that offers solutions for advanced targeting and products in the programmatic advertising ecosystem.

### THE SOLUTION

SkySection used AdWave and Point of Interest targeting from AdsWizz, and DCO from AMA, to create an intelligent, dynamic creative campaign that helped Mercedes Benz reach their goals.

Potential customers who were near the stores received personalized ads inviting them to visit the store. The ad leveraged Point of Interest targeting from AdsWizz, so



that the ad only played when listeners were in close proximity to the store. In addition, the listener's musical preferences were taken into account, and the background music of the ad switched to the genre they were listening to at the time. The ads highlighted the ability to take a test-drive in a Mercedes and engage in other fun activities at the store. 12 customized radio spots were created, based on 3 different location proximity and 4 different musical genres.

### THE RESULTS

By utilizing AdsWizz's AdWave and Point of Interest targeting, the Mercedes Benz ad campaign achieved outstanding results. The number of unique visitors who visited the store was 2.36X higher when they listened to a personalized ad, based on location and music preference, vs when they had listened to a generic ad. Mercedes Benz was very pleased with the results and their ability to offer potential customers a unique and memorable Mercedes Benz integrated experience.

"AdsWizz Point of Interest targeting and unique programmatic audio solution enabled us to create a unique, personalized, and integrated experience for our potential customers, with campaign results exceeding our expectations. We're eager to continue with more intelligent and creative campaigns like this in the future."

MERCEDES-BENZ Team

**2.36 x**  
more visitors in the pop-up store