

Jeep Develops Custom Mobile Landing Page to Drive Consumers to UK Dealerships

GOAL

Create a campaign that would raise awareness around positive reviews of the Jeep Grand Cherokee, and allow UK consumers to easily find local dealerships.

SUMMARY

- **Driving Foot Traffic to Dealerships:** The creative took consumers to a custom landing page, where they could enter their postcode and view all nearby dealerships. Once a user clicked on a particular location, they were taken to Google maps to find directions from their current position.
- **Leveraging Positive Reviews:** The custom landing page prominently displayed a recent 4-star review from Autotrader.com. The featured quote said that the Jeep Grand Cherokee was the “best car the company has ever built.”
- **“Mobile Only”:** The campaign was executed with Jeep’s agency, Maxus Global UK, and was exclusive to mobile. Mobile provided Jeep an opportunity to reach local, on-the-go consumers, and ensure that once they saw the ad, they could immediately find the nearest dealership – even if they were away from home.

RESULTS

- Engagement rates were 3X over industry standards.
- CTR increased as the campaign went on, showing effective optimization.

“Our recent mobile campaign gave UK consumers a new environment to interact with the Jeep brand. Mobile has become a key channel to reach local consumers, and this was a great opportunity for us to drive foot-traffic to our individual dealerships.”

~ Maxus Global UK

