

Nielsen Auto Group uses Pinterest insights to drive local shopper interest

“I credit Pinterest’s insights in helping us drive a new audience of car shoppers to our digital showroom”

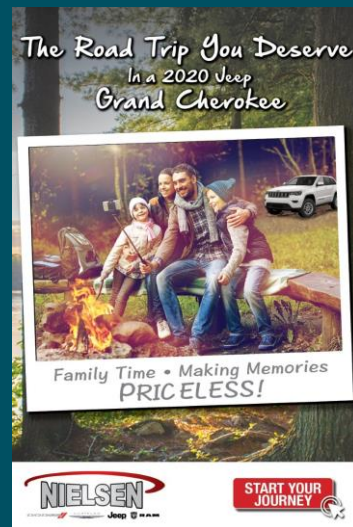
Colin Carrasquillo, Digital Marketing Manager, Nielsen Dodge Chrysler Jeep Ram

Reaching car shoppers on their terms

Nielsen was looking to reach car shoppers in their local market and find relevant ways to connect with them in an unprecedented year. Nielsen led with the popular Jeep Grand Cherokee and drove interested Pinners to their digital showroom where they could learn more.

Using insights to drive interest

Nielsen used trending interests, like road trips, to develop creative that would resonate well with the Pinterest audience. By overlaying in-market data from Oracle Data Cloud, Nielsen was able to ensure they were reaching down-funnel shoppers. This combined approach led to Nielsen beating the cost-per-click average of all dealers by 9%.

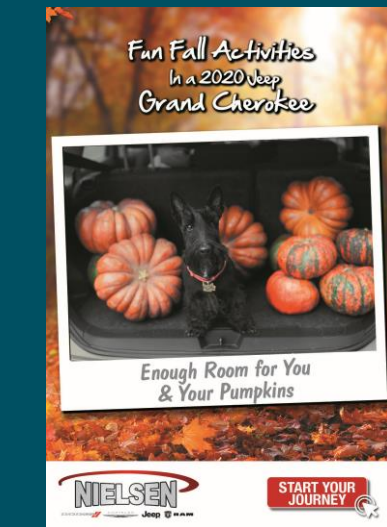


62%

Higher CTR than Auto T3 benchmark

9%

Lower CPC than Auto T3 benchmark



67%

Higher engagement rate than Auto T3 benchmark during third month of campaign

215%

Higher engagement rate than Auto T3 benchmark for carousel units in October