

WE HELPED CARGURUS RAISE BRAND AWARENESS AND PURCHASE CONSIDERATION

With the demand for used cars at unprecedented levels, dealerships from coast to coast are encouraging auto owners to sell their vehicles.

So when CarGurus, a 100% online car dealership brand, wanted to promote themselves as a destination for car sellers in addition to buyers, they turned to OUTFRONT. We then partnered with MFour to measure how CarGurus' out of home campaign impacted consumers.

STRATEGY & EXECUTION

- Markets: Boston, Chicago, Dallas
- Ad Formats: Bulletins, digital bulletins, liveboards
- Campaign duration: 8 weeks
- Methodology: Control vs. Exposed

HIGHLIGHTS & RESULTS

- Unaided brand awareness rose by 43% among those exposed to OOH; aided brand awareness was lifted by 19%.
- 37% ad recall rate outperformed MFour's auto benchmark (33%), resonating more among those with previous brand experience (68%), men (45%), and those under 35 (41%).
- Among those who recognized the ad, 70% reported a better opinion of the brand; 82% said they would use CarGurus next time they are looking to buy or sell a car.
- Those exposed to OOH were 16% more likely to consider selling a car with CarGurus.

CarGurus  mfour

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

