

# The brand budget cut: how we are winning the upper funnel for ŠKODA Belgium

*Best use of performance marketing - AMMA Awards 2023*

ŠKODA

# ŠKODA: Simply Clever

- One of the brands imported by D'leteren
- Cleverly designed cars suitable for different lifestyles
- ŠKODA's mission is to help rebalance people's daily lives and the current mobility situation





ŠKODA partnered with CLICKTRUST to optimize Paid Search  
to attract new customers

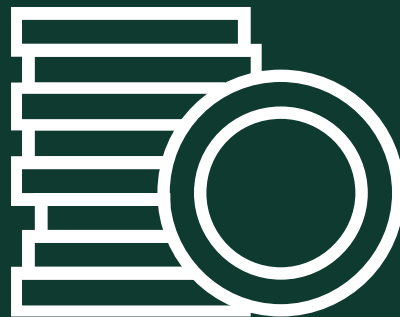
SKODA

CLICKTRUST

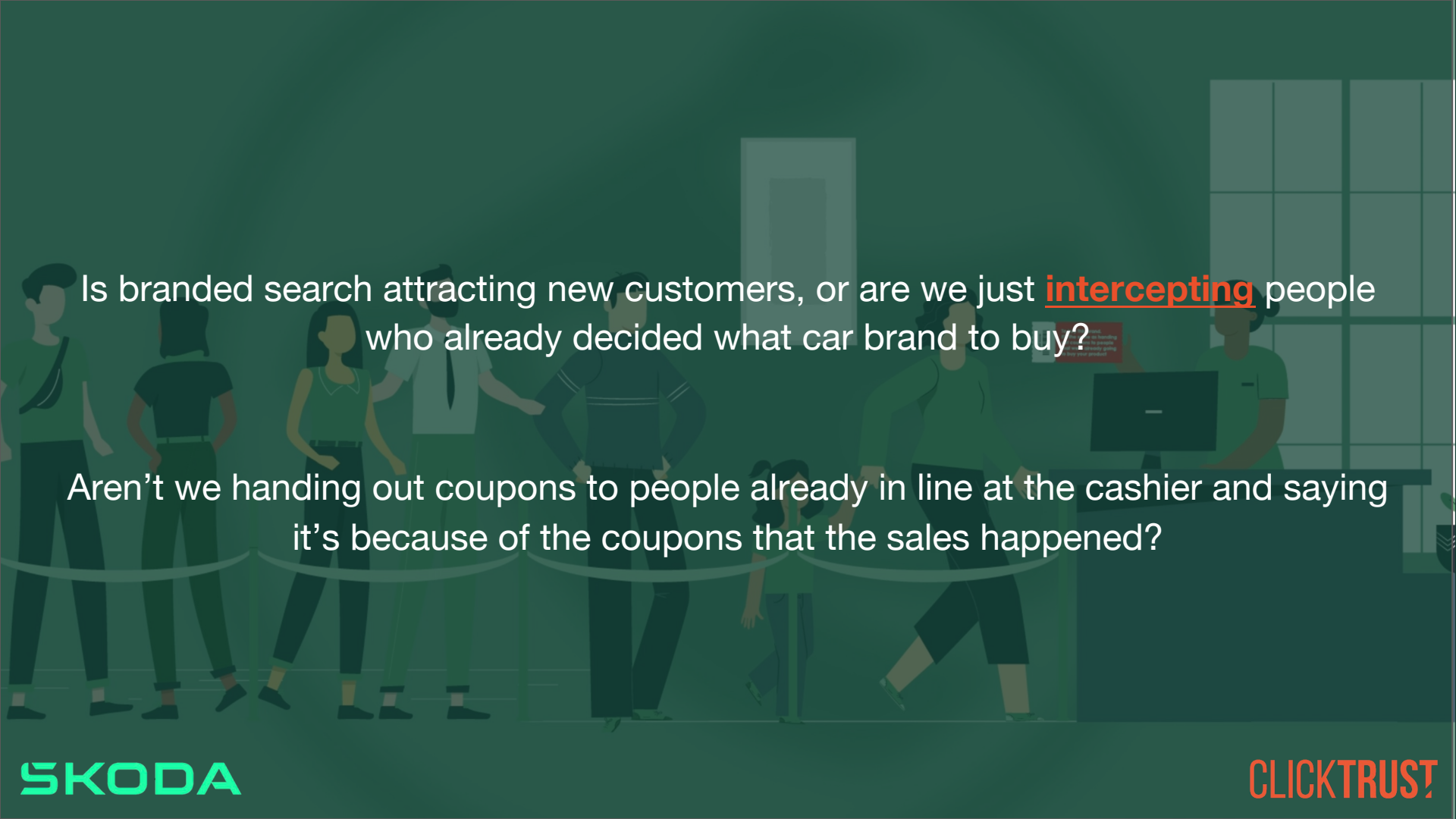
## The automotive challenge



Complex and long customer journey involving offline touchpoints as well, making cookie-based tracking impossible



High Search Volume for the brand name, requiring a high budget to cover all searches

An illustration of a car dealership scene. A line of stylized human figures is waiting behind a white rope barrier. In the background, a cashier is working at a computer terminal. The scene is set against a dark green background with a window on the right side.

Is branded search attracting new customers, or are we just intercepting people who already decided what car brand to buy?

Aren't we handing out coupons to people already in line at the cashier and saying it's because of the coupons that the sales happened?

# On-Off test to determine incrementality

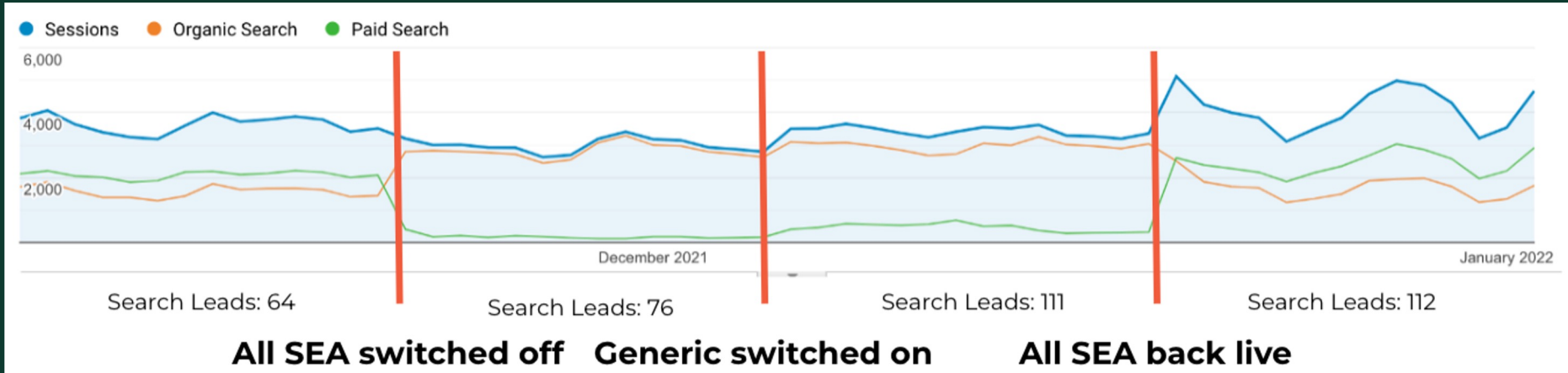
Both Brand & Generic Search are  
**switched off**

**All SEA** is back live

**All SEA** is active

**Generic** is turned on again

# On-Off test results



Branded paid search is causing Organic Search traffic to decrease, while Generic Paid Search is generating incremental performance

# Business impact

**+ 37%**

Generic investment

**+ 29%**

Impression Share on SUV

**30%**

budget saved

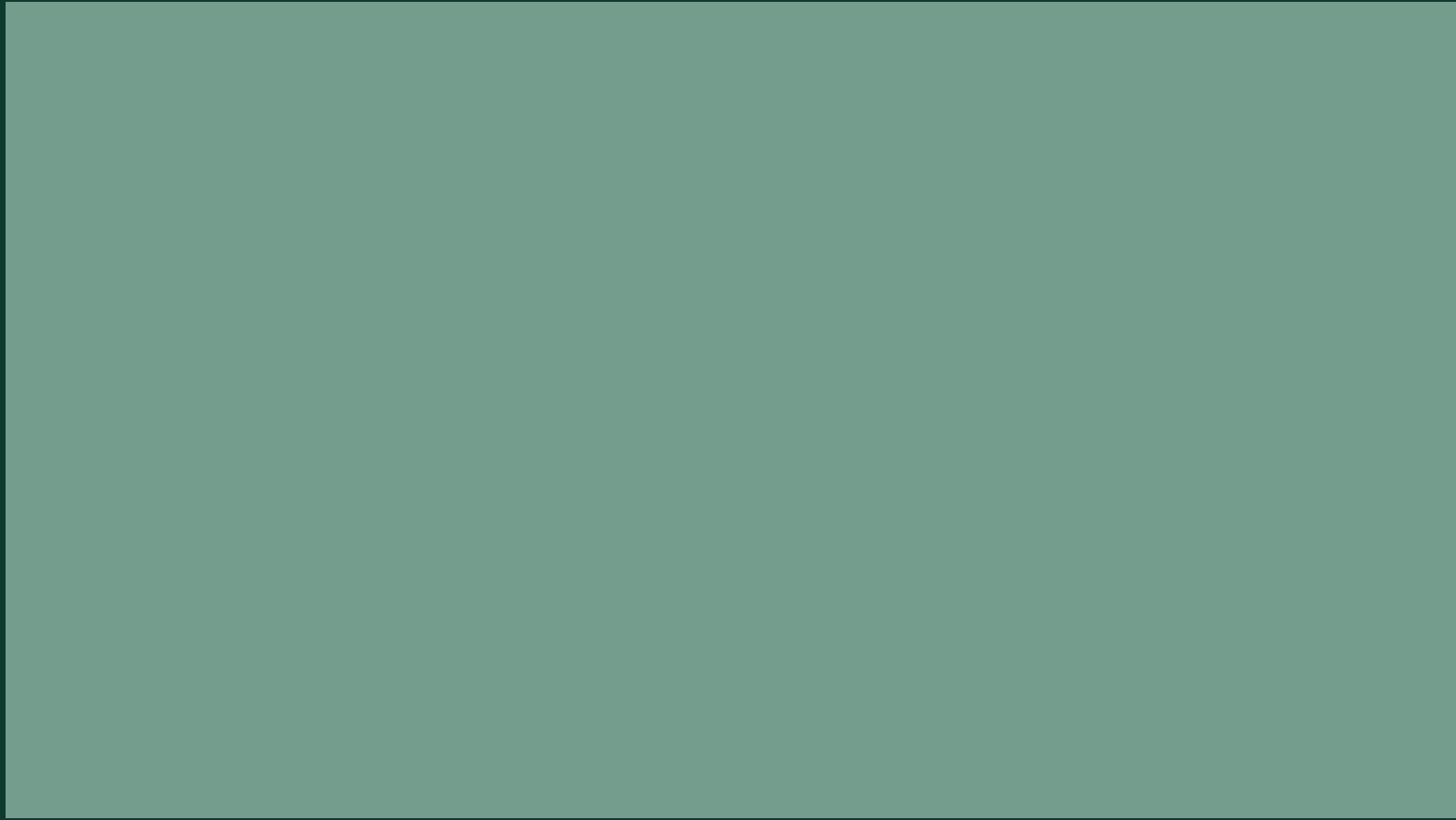
**+ 63%**

Hard Conversions

**- 51%**

CPL incl. SEO cost





# Why does this case deserve to win an AMMA?

Overcoming the measurement problem  
by using a Qualitative Visit soft  
conversion

Insights from both Google Search  
Console and Google Analytics

Successful shift of the budget towards  
Generic Search



Maximizing  
incremental  
business  
impact

**SKODA**



**CLICKTRUST**