

AMMA AWARDS

*Best use of performance marketing*

Honda Miimo: because  
performance does matter

**HONDA**

**CLICKTRUST**



# Context & Objective



## The Brand & Product

**Honda** with its **Miimo robotic lawnmowers**.



## Beyond performance Channels

Need to revamp its digital strategy moving beyond its usual reliance on search, Meta, and display ads.



## Triple-focused Objective

- Expand channel reach
- Measure sales at dealer level
- Assess new upper funnel channel impact





# Market Challenges



## Price Competition

Retailers offered similar products at lower prices.



## Seasonal Demand

Sales are heavily dependent on weather patterns.



## Dealer Network

Products are sold exclusively through dealers.

"Half the money spent on advertising is wasted, the trouble is I  
don't know which half"



# A Three-Key Solution

## Cookieless Measurement

Track real impact without traditional cookies



## Upper Funnel Expansion

Add awareness channels to drive response

## Geo-Lift Analysis

Compared test regions against control areas to measure actual sales impact from marketing efforts



# Strategy tailored to the challenges



## **Advanced Targeting Tools & Not Cookies Based**

Lykta's Geo Lift for A/B testing between control and exposed groups



## **Weather-triggered Activation**

Region-specific campaign timing



## **Dealer Focus with personalized creative assets**

Clear Channel Radar analyzed behaviors around dealer locations.



## **Channel Expansion**

YouTube, pDOOH, GumGum, Native ads

# The Geo Lift Approach:

## Control Group

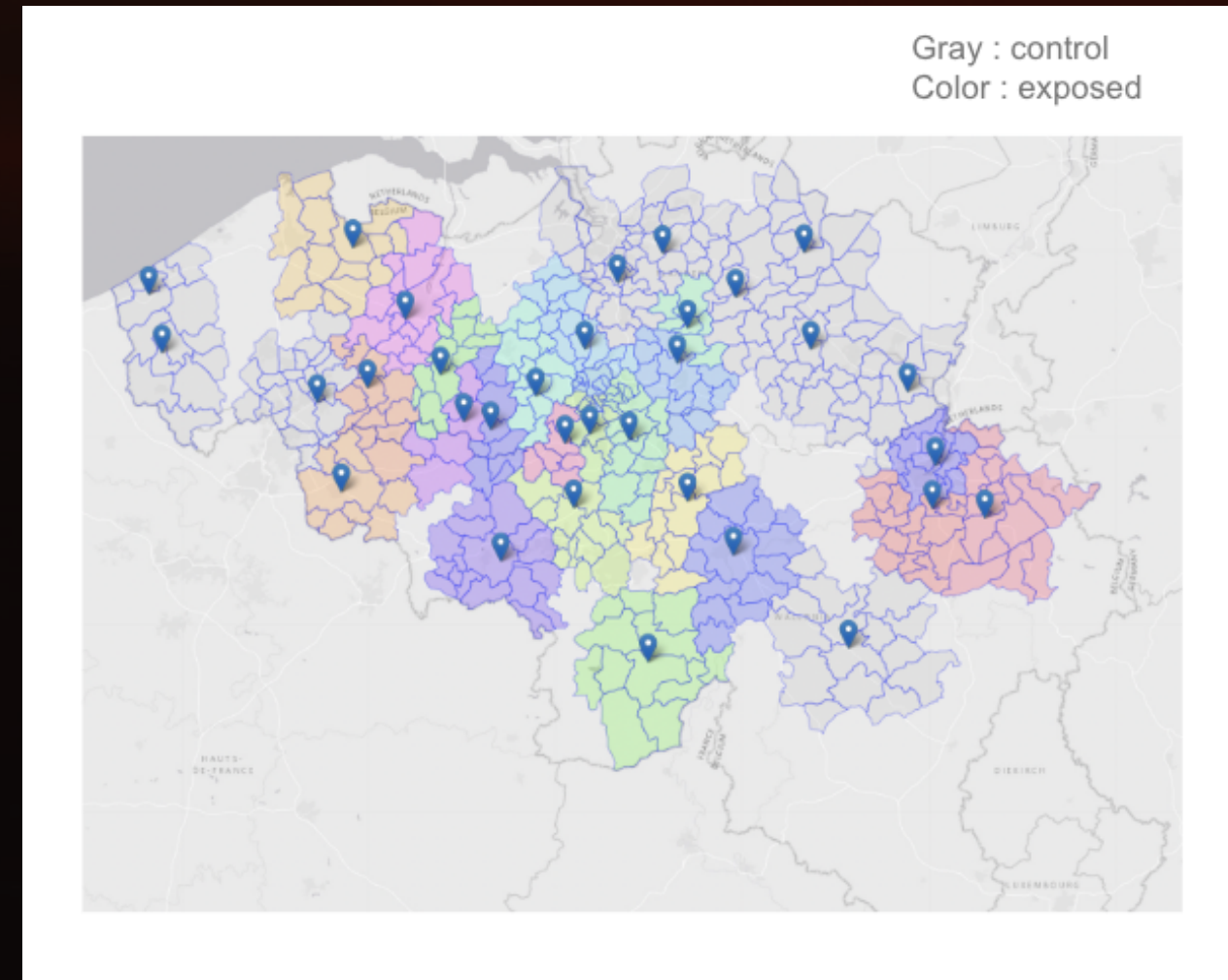
17 dealers serving as our performance benchmark.

- Always-on campaigns with standard budget
- Basic visibility across primary channels
- Meta, Search and Display

## Exposed Group

16 dealers (with more volume to sell).

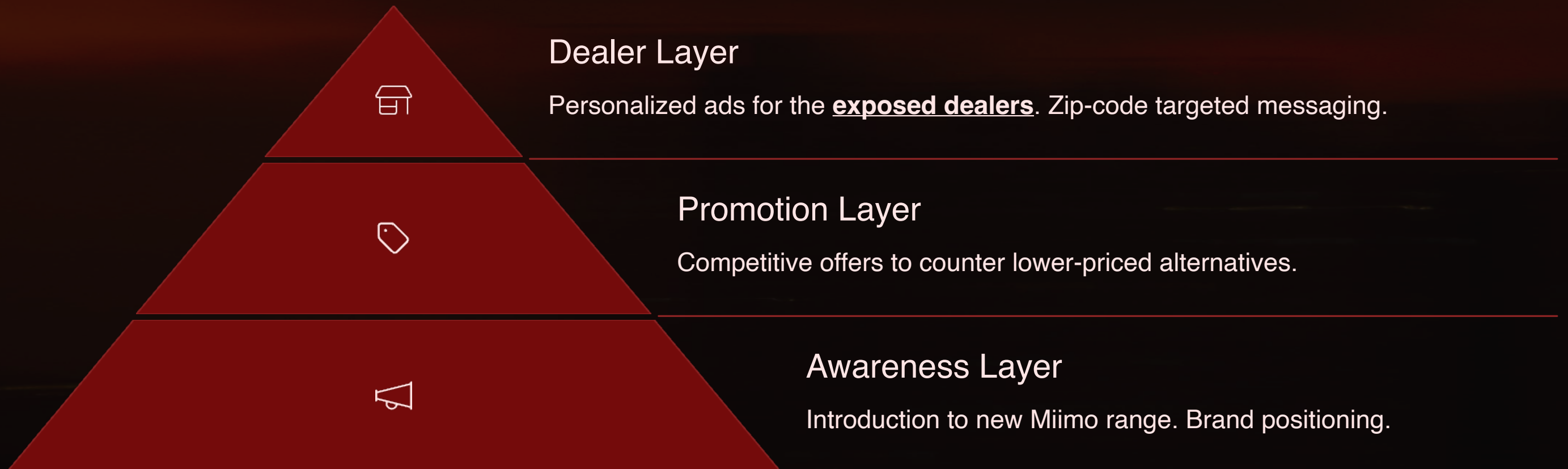
- Higher ad frequency
- Personalized dealer assets
- Zip code targeting
- Multiple waves of targeted awareness campaigns with increased budget and new channel mix



**33 dealers divided into control and exposed groups with balanced sales potential**



# Multi-Layer Messaging Approach

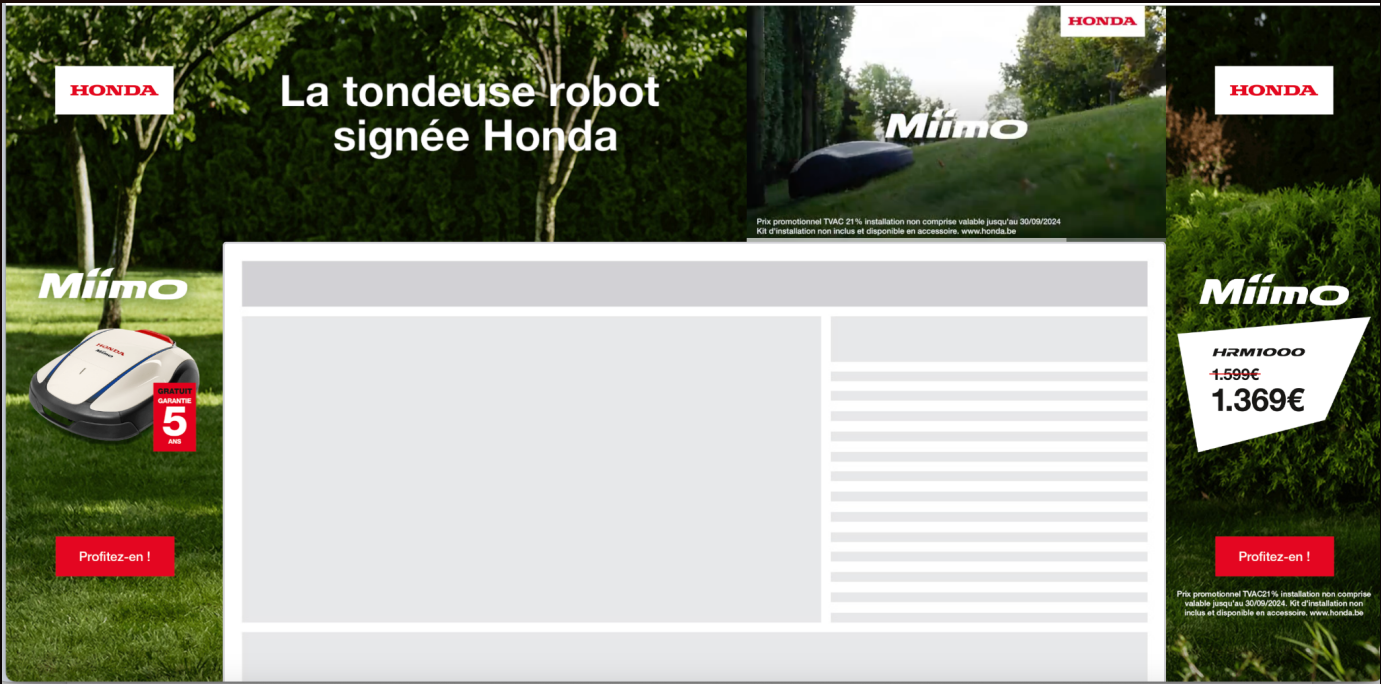


# Multi-Layer Messaging Approach

Awareness Layer



Promotion Layer



Dealer Layer





# Channel Expansion

## YouTube

Video ads with dealer-specific messaging. Retargeting based on website visitors from specific locations.

## Programmatic DOOH

Digital billboards near dealerships. Weather-triggered activation for maximum relevance.



## GumGum

Contextual display ads appearing alongside relevant content about gardening and outdoor activities.

## Outbrain

Native advertising targeted to specific zip codes. Seamless integration with editorial content.

**HONDA**

**Votre tondeuse  
robot, c'est chez...**



**Acar et fils**  
Saint-Symphorien

**Miimo**  
[www.honda-miimo.be](http://www.honda-miimo.be)



# Successful Results

+14%

Control Group

Sales increase with standard marketing approach

+74%

Exposed Group

Total sales increase for dealers with enhanced exposure

842,638

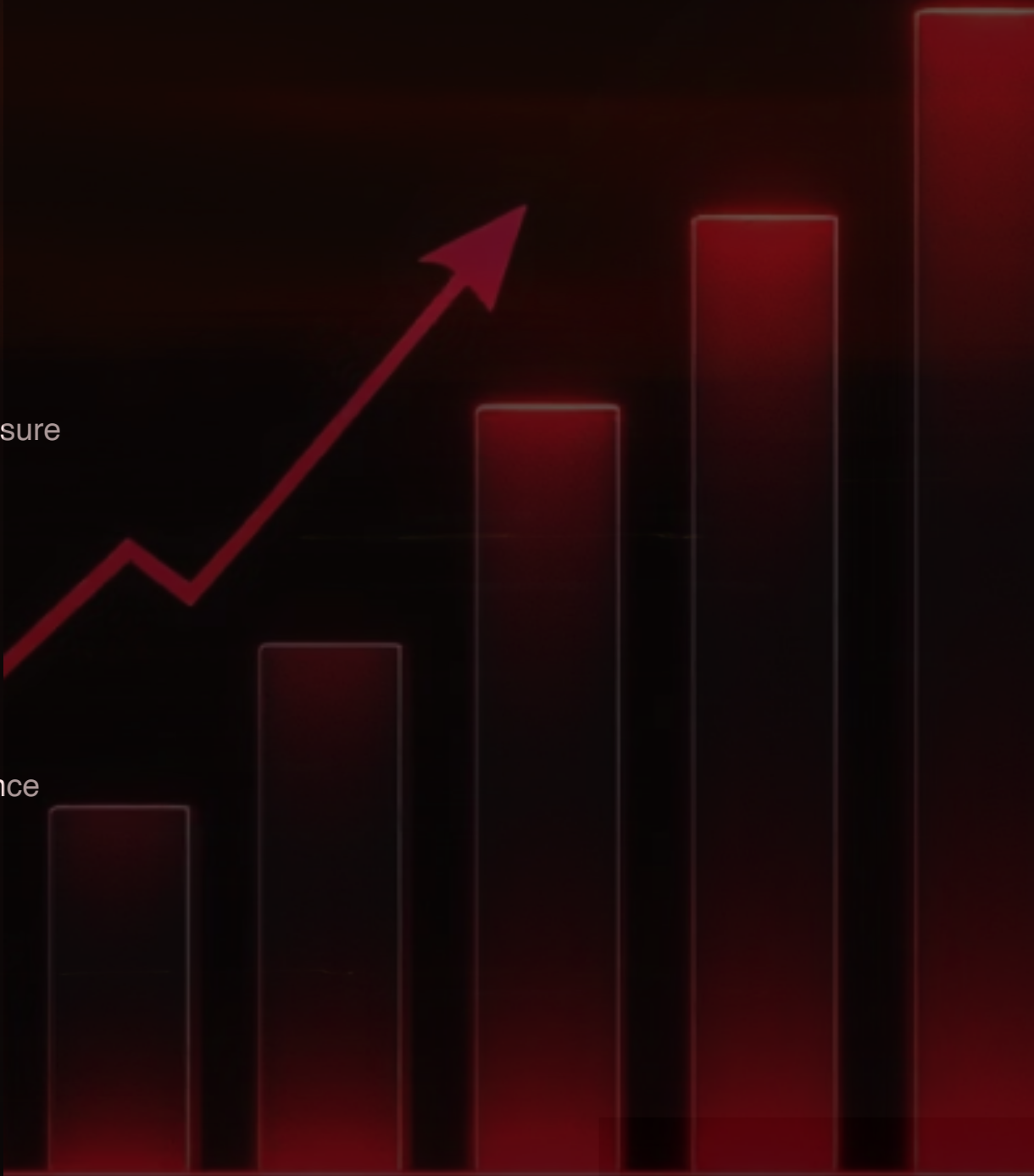
Impressions

Around the screens used in pDOOH

+52%

Media Effect

Overall impact of media activity on sales performance



# Why This Case Deserves an AMMA

***“Today, Honda no longer has to wonder which half of their advertising is wasted. Honda now knows exactly what drives impact.”***



## Cookieless Measurement

Pioneered geo-lift methodology proving direct sales impact without relying on tracking cookies.



## Upper-Funnel Innovation

Successfully measured impact of emerging channels like pDOOH within integrated campaign structure.



## Personalization at Scale

Delivered dealer-specific messaging across 16 locations while maintaining brand consistency.

Thank you