

# STRATEGISCHE TRIOMF: POLESTAR'S GERICHTE B2B-AANPAK

# Background

THE BIG CHANGE IN THE MOBILITY LANDSCAPE HAS NOT YET TAKEN PLACE  
REPORTED CHANGE ESPECIALLY DRIVEN BY FLEET

ALTHOUGH SLOWING DOWN, THE  
GROWTH OF THE EV MARKET IS  
STILL A REALITY

39%

**Intending to consider an EV as their next purchase.**

- Interest in thermic cars remains intact.

17%

**The number of fully electric company cars.**

- Raised from 10% to 17% (in Flanders from 12% to 20%)
- Number of hybrid cars remained stable

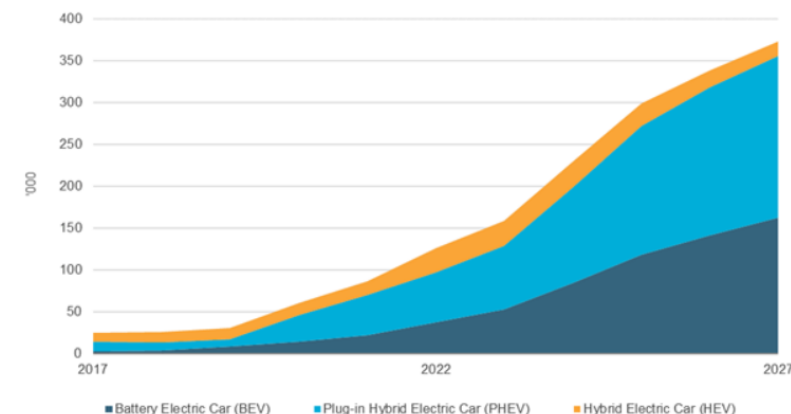
95%

**Belgian companies leave the choice for not 100% electric cars**

- Especially among people with a company car in the household, the intentions to consider an electric car raised

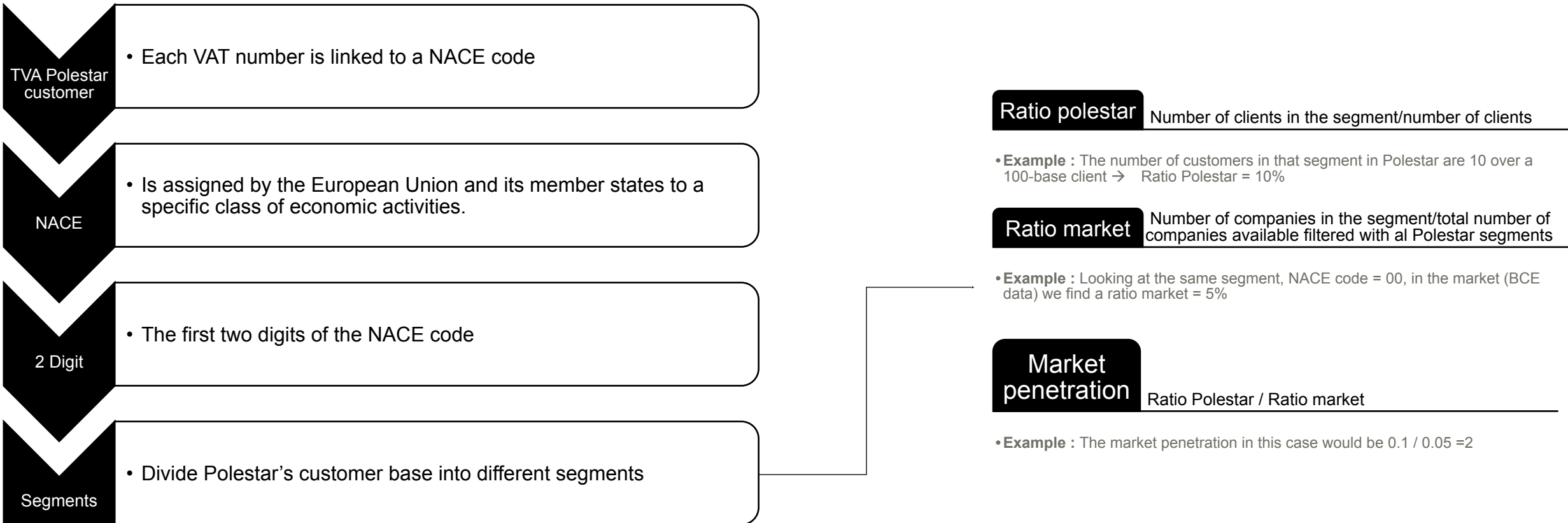


FORECAST CAR REGISTRATIONS



## Market penetration ratio

A new metric to translate B2B targetting



## HYPOTHESIS

The takeaway from this metric is that higher index means the customers are relatively more represented in Polestar portfolio compared to the market, hence potentially easier to convert.

## Outcome



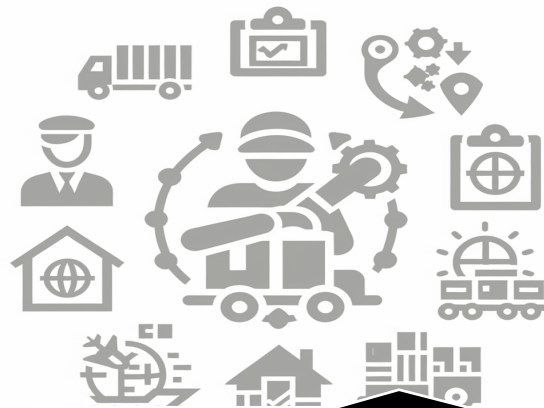
**IT Industry**  
(penetration ratio 4.1)



**Consultancy Management**  
(penetration ratio 1.6)



**Human Health Activities**  
(penetration ratio 1.3)



**Wholesale trade**  
(penetration ratio 1.1)



**Architecture & Engineering**  
(penetration ratio 2.3)

## Media Approach

### Meta

- Meta B2B targeting
- Mprecision audience

CP Engaged  
visit  
- 40%

CP Testdrive  
- 67%

### PMP Deals

- B2B targeting on Local partners
- Tailormade audience based on NACE codes with Trustmedia

CR% engaged  
visit  
x6

CR% Testdrive  
x8

## Why do we deserve an AMMA



- 1. From data ownership to data utilization:** We moved from having data to basing our strategy entirely on data insights.
- 2. New metrics for targeting:** We developed the “Market Penetration Ratio” as an innovative metric for B2B targeting.
- 3. Fully data-driven project:** From data collection to activation - every aspect of the campaign was data-driven.
- 4. Technical innovation:** We developed technical solutions to translate NACE code insights into concrete targeting parameters.
- 5. Rigorous validation:** Our AB testing resulted in significant improvements in efficiency and conversion.
- 6. Measurable business impact:** Results show that our data-driven approach contributes directly to Polestar's sales goals.