



Programmatic DOOH makes Toyota the best-selling auto in Turkey

Toyota used digital billboards and real-time data to target engaged consumers and boost hybrid car sales

CATEGORY: Advertiser

SOLUTION: Verve DSP

REGION: EMEA

+44%

YoY increase in hybrid motor sales

25%

of future ad spend committed to programmatic DOOH

13%

of ad slots bought during unexpected high-traffic times

Objective

The auto market in Turkey had been slower than others to adopt hybrid vehicles. Toyota Turkey needed to raise awareness at scale. To achieve expansive reach, Toyota's agency partner, Universal McCann, worked with Verve to activate digital out-of-home (DOOH). Toyota also wanted to maximize media spend on DOOH with precision targeting and dynamic creatives.

Solution

Verve's DSP activated digital billboards throughout Istanbul, running dynamic, targeted, and relevant ads — informed by real-time data. Ad creatives displayed dynamically based on factors like traffic patterns, fuel consumption, and noise levels. These triggered creatives like traffic maps highlighting the economic and ecological advantages of Toyota's hybrid engine.

Results

- +44% YoY increase in hybrid motor sales, making Toyota the highest-selling car in Turkey
- 25% of future ad spend committed to programmatic DOOH due to success
- 13% of ad slots bought during unexpected high-traffic times, which would have been impossible without programmatic



With DOOH, we can link the current situation with what people are talking about and our message. If you're able to do it with the right data, it's even more attractive.

Murat Guney,
Marketing Communications Manager,
Toyota Turkey

