



How Toyota Used Programmatic DOOH To Boost Hybrid Car Sales

Target: Istanbul, Turkey
Devices: DOOH

“With this technology, we were able to find a link with the current situation, what people [were] 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**

Objective:

Raise awareness for Toyota’s hybrid vehicles in Turkey, a market that had been slower than others to adopt the new technology by using programmatic targeting capabilities to customize creatives, reach intended audience, and maximize media spend.

Solution:

Through Universal McCann, Toyota Turkey teamed up with local DOOH SSP Awarion and Verve DSP (formerly known as Platform161), for dynamic, targeted, and relevant campaign messaging, run on roadside digital billboards in Istanbul. Real-time data feeds around traffic patterns, fuel consumption, noise levels, and currency exchange rates triggered dynamic creatives such as traffic maps, highlighting the unique economic and ecological features 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 was committed to programmatic DOOH as a result of this campaign.

13%

of the slots were bought during unexpected high traffic times, which would have been impossible to activate without using programmatic.

