



TWO NEW MOTORCYCLE MODELS

Driving qualified traffic and increasing intent to purchase



CAPABILITIES USED

- PAID SOCIAL AND SEARCH CAMPAIGN
- TRACKING AND OPTIMIZATION
- PROGRAMMATIC TACTICS (DISPLAY, NATIVE, ADHESIONS, AND TOP-SCROLL UNITS)
- MEANINGFULLY DISRUPTIVE TACTICS USING VIDEO VIA CTV AND YOUTUBE

THE CHALLENGE

Italy-based Ducati is known around the world for its racing-inspired motorcycles with innovative designs and unique engine features. one50one was tasked with promoting Ducati's two new models — the light, compact Monster and sporty Multistrada — with the goal of closing the gap between qualified traffic and intent to purchase.

ACTION

one50one created a multichannel advertising campaign with a paid social and search in 2020. one50one encouraged Ducati to evolve from solely traffic-driving objectives to leads-conversion objectives. one50one then applied tracking and optimized accordingly to increase Ducati's reach among those most likely to convert.

In 2021, one50one empowered Ducati's Q4 reach via programmatic (display, native, adhesions, and top-scroll units) and meaningfully disruptive tactics using video via connected TV (CTV) and YouTube to show the power of Ducati. This ensured targeted buyers were seeing the Ducati campaign multiple times as they traveled the digital landscape.

RESULTS

FROM 2020 TO 2021, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

1.08%

click-through rate (CTR), outperforming both the 0.9% Facebook average and 0.8% for the auto industry on Facebook

128%

increase in search conversion rate

0.2%

CTR for programmatic tactics, well above the industry average of 0.08%

80%

increase in conversion rate from October to December