

SUCCESS STORIES

# GroupM / Continental Tires

## Automotives

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### Microsoft Audiences in Invest

The road to rave results: How GroupM powered a Continental Tires campaign with Microsoft's real-time audience intelligence

#### The goal

In a pilot approach GroupM Germany partnered with Microsoft Advertising as first agency group in the EMEA region to efficiently target in-market audiences for GroupM agency Essencemediacom's client Continental. The goal was to identify and target consumers actively researching and ready to buy new tires for the spring 2023 changing season. The effective addressing of relevant users only, is the vital requirement to maximize campaign efficiency and drive performance outcomes.

#### The solution

Microsoft Invest audience insights empowered GroupM to achieve accurate audience segmentation and precise targeting. By leveraging in-market audiences, revolving around autos, vehicles, tires and parts & accessories, people with strong intent to search for and buy tires were reached via cross-screen data signals. How were the intent signals identified? Billions of data points across Microsoft properties - from Bing search data to interactions on Microsoft solutions, amplified campaign reach and provided real-time insights into consumer behaviour.

"We are very pleased to have been part of the pilot project – made possible by the good cooperation with the agency EssenceMediacom and the digital powerhouse behind it GroupM Nexus. We are very satisfied with the approach and results of the campaign."

**Marc Schmitt**  
Head of Brand Communication  
Tire Replacement  
Continental Germany

#### The results

The innovative Continental Tires campaign shows outstanding results. A 91.5% completion rate reveals remarkable consumer engagement. The high viewability rate of 75.3% proves ads were precisely delivered to the intended audience, cross-device and across all ad formats and targeted segments. These trail breaking outcomes exceeded GroupM's internal Performance & Branding KPIs benchmark metrics. Thanks to Microsoft's unique audience intelligence GroupM showcases the impact of signal-based programmatic audience targeting, leveraging Continental's campaign to new heights.

**91,5%**  
video completion rate

**75,3%**  
viewability rate



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