

allane mobility group

Allane Mobility Group Achieves 3X More Leads with Outbrain vs. Other Open Web Advertising Platforms

Vertical
Automotive

Objective
Leads, Branding

Product
Contextual Targeting

Overview

In 1967, Sixt was the first German company to introduce groundbreaking vehicle leasing and has since been regarded as an innovation leader in the industry. In 2020, the company was renamed Allane SE and Hyundai Capital Bank Europe became the majority shareholder. The following year, the Allane Mobility Group brand was established with the vision of becoming Europe's leading cross-brand mobility solutions provider.

Allane partnered with Outbrain to unlock new audiences for its "Sixt Neuwagen" brand and drive effective lead generation via an open-web campaign.

With the end of third-party cookies approaching, contextual targeting has been a future-proof approach for brands to serve relevant, high-performing ads while protecting user privacy.



Warum Leasing besser ist als ein Auto zu kaufen

Sixt Neuwagen

Solution

Outbrain's ability to analyze how combinations of topics translate to consumer interest, intent, and action led to strong results from the outset of Allane's campaign.

Among the notable best practices that contributed to the brand's performance outcome:

- Contextual targeting**
Allane utilized Outbrain's IAB Category Targeting capability to target contextually-relevant, automotive articles. This helped to precisely address and pre-qualify its audience.
- Creative**
Image variations were tested to maximize performance, with creatives depicting a person driving yielding better results vs. other stock imagery. Informative headlines that included captivating questions such as "Is leasing better than buying?" helped drive engagement.
- Landing page**
500-600 words of introductory text followed by offers worked best.

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Results

Allane achieved remarkable success in effective lead generation with Outbrain:

16.7M

impressions in 2 months

-20%

CPL vs. Display

3x

leads with Outbrain vs. other open web advertising platforms

“We are very pleased with the lead generation results we have been able to achieve with Outbrain for our brand “Sixt Neuwagen”, which underline the impact placements on the Open Web can have for brands in the mobility industry. With Outbrain’s comprehensive platform, advanced technology, professional service and continuous optimization solutions, we were able to successfully target new audiences and generate valuable leads.”

- Claudio Marseglia, Performance Marketing Manager, Allane SE

