

Dynamic Creatives scenarios with DoubleClick help Bouygues Immobilier and 55 to boost campaign performance

“

The power of DoubleClick and the expertise of 55 have enabled us to optimise our Media campaigns by implementing advanced message customization and reliable A/B testing processes - key performance drivers to us.

Ivan Chiarami
Head of Digital Marketing for Online & Mobile Acquisition, Bouygues Immobilier



Bouygues Immobilier is the property development company of the Bouygues group, created in 1956 in France. Bouygues Immobilier is a leader in the French housing market.

THE CHALLENGE

Maximise number of visits and leads for both acquisition and retargeting.

Bring a personalised message to each prospect triggered by location and 1st-party signals.

Improve campaign efficiency with creative A/B testing (call-to-action, pictures, animations)

THE APPROCH

Used DoubleClick Studio to implement two Dynamic Creatives scenarios for:

- Acquisition (3 best offers based on location), and
- Remarketing (viewed offer and two additional recommendations)

Update of Product List Flow every day.

Delivered the campaign with DoubleClick Bid Manager and compared standard and dynamic creative performances

THE RESULTS

+35%

Site visits uplift for Acquisition campaigns

+65%

Site visits uplift for Remarketing campaigns

up to +100%

For top performing dynamic creative sets

15k

Combinations served via one set of ad creatives