We increase the number of buyers through online advertising

We make high quality traffic

BYYD is the world's largest mobile advertising platform

for the purchase of mobile ad traffic in real time



- Announcement of special offers in August for the purchase of Porsche Taycan at a Porsche dealership;
- Increasing model recognition;
- Attracting targeted traffic to the site.

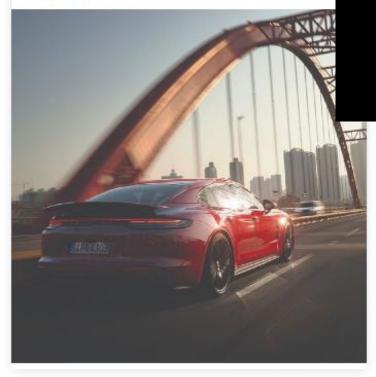
01



Porsche

Реклама

A sports car for four, with full-size comfort, innovative driv tech and a distinctive engine note. Meaning it has it all. Except compromises.

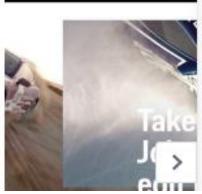


Ad Placement



Enter the Create2Extremes challenge for the chance to be seen by 25m people and win a trip to Finland. Deadline 26 Aug.





- Advertising in the format of stories on Instagram and Facebook;
 - Carousel ads;
 - instant articles;
 - the right column on Facebook;
 - marketplace;
- Advertising in the format of publications.

Countries:

- Germany
- United Kingdom
- Australia
- France
- Austria
- Denmark
- Netherlands
- United States
- Italy
- Spain
- Belgium

- Uruguay
- Singapore
- Turkey
- Canada
- India
- Lebanon
- Switzerland
- Malaysia
- Nepal
- United Arab Emirates



Operating system:

iOS, starting from version 11; Android from version 8.

Devices:

Samsung, Apple, Sony, Huawei, Google.

Broad interests:

Business class car, Luxury real estate, Wealth or Luxury cars,

Behavior: Regularly traveling abroad

Client portrait



Luxury sport:

Sailing, Yacht Club, Yacht, Yachting, Luxury yacht or Golf

Premium clothing:

Bruno Banani, Chu, Jimmy, CURRENT / ELLIOTT, Givenchy, Valentino, Jimmy Choo Ltd, McCartney, Christopher Kane, Gottex, Moschino, Emporio Armani, Balenciaga, Moncler, Saab, Michael Kors, Versace Pierre Hardy, J Brand, Rochas, Renta, Oscar de la or Galliano, John... etc

Real Estate:

Real Estate or Real Estate
Investments

Friends of Subscribers:

Friends of people who like the Facebook page

Narrow interests:

High positions:

Founder, Owner, Director, CEO, Commercial Director, Executive director, Chief financial officer, Entrepreneurship or Director general, Government or Civil Service, Employer: Public administration or PNS, Position: PNS, Ministre, Mayor or Gubernur, Industry: Government Officials (worldwide)

Behavior:

Self-education, online shopping, travel, etc.

Competitors:

Range Rover

Audi E-tron Quattro

Infiniti QX55

Tesla Model S

Cadillac Lyriq

Audi A8

Bentley Continental Flying

Mercedes-Benz S-класс

Jaguar XJ

Spur

BMW X7

Rolls-Royce Phantom

Lexus LS

Maserati Quattroporte S

02

Strategic decisions:

Run a test of an interest ad group. Narrowing down the audience, rejecting irrelevant ad formats

The results are analyzed, and information about the audience of competitors is added to the ad group. Launching the look-a-like

We continue to analyze new audience data and test geotargeting. Narrowing audiences and interests, launching retargeting

