

**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*

# Goals and objectives




- 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 driver tech and a distinctive engine note. Meaning it has it all. Except compromises.



# Ad Placement

**Porsche**  
Реклама

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**

**Tesla Model S**

**Audi A8**

**Jaguar XJ**

**BMW X7**

**Lexus LS**

**Mercedes-Benz S-класс**

**Infiniti QX55**

**Cadillac Lyriq**

**Bentley Continental Flying**

**Spur**

**Rolls-Royce Phantom**

**Maserati Quattroporte S**

# 02

## Strategic decisions:

### First:

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

### Second:

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

### Third:

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

The background of the entire page is a dark, high-quality photograph of a car's interior, viewed from the driver's perspective. The steering wheel is prominent in the center, featuring a circular logo in the middle. The dashboard and center console are visible, with various controls and displays. The lighting is dim, creating a sophisticated and elegant atmosphere.

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# Thank you for your attention

If you have any questions, your personal manager Valeria is available  
24 hours a day.