

SearchSync: Suzuki takes advantage of TV-inspired searches during national TV campaign

TV advertising drives searches for brand related products shown during the commercial break. With wywy's SearchSync technology, automotive innovator Suzuki synchronized their TV ads and paid search campaigns. Connecting their media strategy allowed a seamless story across screens and ultimately drove website conversions.

The campaign: Introducing the new Suzuki Vitara model

Suzuki introduced its new Vitara model with a national TV campaign. As 37% of viewers¹ search for the product shown during a commercial break, Suzuki turned to media agency the7stars and TV syncing specialist wywy to help facilitate the consumer journey to conversion. As Suzuki's TV ad aired, wywy's SearchSync technology synchronized in real time relevant keywords from the TV ad with Google search, allowing Suzuki to appear at the number one spot during and immediately after the commercial was aired.



The result: Significant uplift in click-through rate and conversions

Post-campaign analysis demonstrated that taking a multi-screen approach to paid search generates a dramatic increase in brand reach and audience interactions. Search traffic doubled following TV airings: While the synced campaign was live for only 10% of the time, its impact was substantial – accounting for 20% of overall impressions, proving that TV advertising is a major search driver.

White Paper: SearchSync Study – Suzuki

The synced campaign was served in the number one position on Google search at all times, giving the product maximum exposure and opportunity to engage the inspired viewer. While cost per click only increased by 33%, click-through rates for the synced campaign achieved an uplift of 43% compared to the non-synced campaign.

Both the mobile and tablet share of traffic increased by 50% over the course of the synced campaign resulting in a total share of traffic for mobile and tablet of 70% during the synced campaign, with mobile driving the largest rise in click-through rates. The consistent power of mobile showed how important a fully functioning mobile website is for any TV advertiser addressing Second Screen users.

The synced campaign generated a conversion uplift of 16%² where mobile was the driving force, accounting for a 30% increase in conversions. This result indicates a tendency towards impulsive searches after viewing the TV commercial, compared to a traditional campaign focusing on informed searchers already at the lower end of the conversion funnel. The ability to encourage the inspired TV viewer to visit Suzuki's website made it more likely that they would return to purchase, encouraging the customer through the journey at a faster pace towards becoming a customer.

¹'The Changing TV Experience' by IAB/Vision Critical, April 2015.

² Conversion uplift calculated for increase in captured search volume.

About the Suzuki Vitara campaign:

The synced SEA campaign ran in April/May during the national TV campaign for the Suzuki Vitara model in the UK. Whenever the TV commercial aired, a paid search campaign with relevant brand and generic keywords was activated for 5 minutes following the TV commercial. Results for the synced and non-synced campaign were compared on a keyword level. Conversions were measured as 'store locator' and 'brochure download'.