



Suzuki significantly boosts conversions of TV-inspired web searches with innovative sync campaign

wywy's breakthrough technology enables Suzuki to synchronise TV ad and paid search campaigns to deliver a seamless brand story

London, UK, 23 July 2015 – Leading automotive manufacturer, [Suzuki](#), today announced the success of a TV-synced search campaign for its new Vitara model – in conjunction with TV ad syncing technology company, [wywy](#) – which resulted in a 43% click-through uplift compared with the same non-synced campaign.

In response to data that suggests [over a third](#) of TV viewers search online for advertised products shown during a commercial break, Suzuki sought to provide a seamless journey from inspired search to final conversion during its launch of the new Vitara model. As Suzuki's TV ad aired, wywy's SearchSync technology synchronised relevant keywords from the TV ad in real time, allowing Suzuki to appear at the number one spot in Google's search results for five minutes during and immediately after the commercial aired.

Post-campaign analysis revealed that taking a multi-screen approach to search drives a significant increase in brand reach and audience interaction – search traffic doubled following the TV ad airings. Although the synced campaigns were only live 10% of the time, they accounted for 20% of total impressions. In the synced campaign, the Vitara appeared in the number one Google search position for 100% of the time the ad was live – giving the model maximum exposure and opportunity to engage the TV-inspired searcher – and led to a 43% increase in click-through rate, with the cost increasing by only 33%.

Mobile traffic increased significantly during the synced campaign, with both the smartphone and tablet share of traffic increasing by 50%. The synced campaign generated a conversion uplift of 16% with store locator visits and brochure downloads counting as conversions. Mobile was the driving force, accounting for a 30% increase in conversions. This finding indicates a tendency for TV viewers to make impulsive mobile searches after viewing the TV commercial, which differs from a traditional search campaign where informed searchers are already close to the point of conversion.



“TV advertising is a major search driver for Suzuki and we wanted to make the most of this with a coordinated TV and search campaign that engaged inspired customers searching for the Vitara after viewing the TV ad,” commented Tammy Charnley, General Manager, Marketing at Suzuki. “We're pleased to have found a solution that allows us to deliver integrated TV and search campaigns across screens.”

“TV advertising can no longer be regarded as working in silo,” remarked Andreas Schroeter, COO and Cofounder at wywy. “Brands must take the viewer’s perspective into account, and consider that when consumers are inspired they demand immediate results. As brands pay greater attention to the viewer’s needs and behaviour, seamless multi-screen storytelling campaigns will become the norm to meet consumer demand and maintain viewer attention.”

The synced SEA campaign ran in April and May 2015 during the national TV campaign for the Suzuki Vitara model in the UK.

About wywy

wywy offers synchronisation of TV and online advertising to reach viewers on their second screen devices and increase ad awareness.

wywy’s proprietary automated content recognition (ACR) technology enables advertisers to simultaneously target TV advertising in real-time and across multiple screens to maximise ROI and analyse the online impact of each campaign.

Advertisers can also utilise wywy’s analytics tool to compare which TV creatives, networks and dayparts work best together, to optimise their media plan accordingly.

wywy supports 400 channels in eight countries and has offices in the US, UK, and Europe, with clients including Nissan, Hyundai, Visa, and Vodafone.

For more information, please visit wywy.com.

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