

DRIVING TRAFFIC, FUELLING REVENUE GROWTH

OBJECTIVE

Luxury vehicles may cost a fortune and require lots of attention, but they're still the cars that dreams are made of. Customers in the market for dreams expect more than a middle of the road experience.

For Top Marques, this meant evolving their online offer a long way from little more than a 'niche' section of the Autotrader search. Trader Media Group's entire model is driven around advertising and customer sales, so when they set new sales targets for Top Marques, they enlisted us to get behind the wheel and deliver them swiftly to their commercial destination.

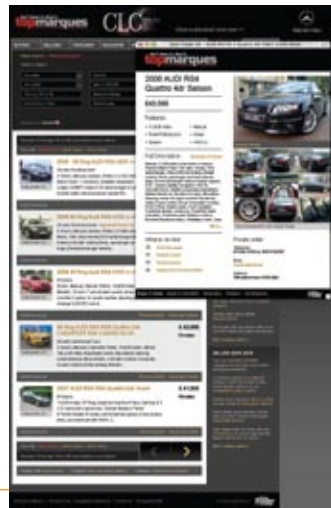


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01
Top Marques website
www.topmarques.co.uk

02
Advanced search panel



02



SOLUTION

Quite aside from starting from scratch creating an Online brand identity for Top Marques, we drew on our experience of user interaction models in other sectors to create an interface that is unique amongst car search sites. By creating a simple user experience around the existing Autotrader search functionality we provided users with a service that is desirable, relevant and efficient.

But having a website that looks good and functions well is only phase one. Other than buying or selling a car, the Top Marques site of old contained little to attract. Now, to increase dwell time and depth per visit (and the increase in advertising revenue this brings), we harness and develop the natural dialogue around luxury cars through social media (blogs, forums and features) to engage the audience and build up a community around the Top Marques brand.

RESULTS

We certainly have Top Marques' engines revving on all cylinders. Since the relaunch of their website, they now have the right mix of ad formats from premium, aligned advertisers who create a real and valued halo effect. The results? Increased traffic, increased dwell time, increased advertising spend and more car sales. Through our process driven approach, Top Marques now has the tools to truly fuel forward growth.