



Dynamic Creatives scenarios with DoubleClick help Bouygues Immobilier and 55 to boost campaign performance

“The power of DoubleClick and the expertise of 55 have enabled us to optimise our Media campaigns by implementing advanced message customization and reliable A/B testing processes - key performance drivers to us.”

—Ivan Chiarami, Head of Digital Marketing for Online & Mobile Acquisition, Bouygues Immobilier

Goals

- Maximise number of visits and leads for both acquisition and retargeting
- Bring a personalised message to each prospect triggered by location and 1st-party signals
- Improve campaign efficiency with creative A/B testing (call-to-action, pictures, animations)

Approach

- Used DoubleClick Studio to implement two Dynamic Creatives scenarios for
 - Acquisition (3 best offers based on location), and
 - Remarketing (viewed offer and two additional recommendations)
- Update of Product List Flow every day
- Delivered the campaign with DoubleClick Bid Manager and compared standard and dynamic creative performances

Results

- **+35%** site visits uplift for Acquisition campaigns
- **+65%** site visits uplift for Remarketing campaigns
- Up to **+100%** for top performing dynamic creative sets
- **15K** combinations served via one set of ad creatives