

# Hertz Rental Cars Behavioural Targeting Brings Great Results

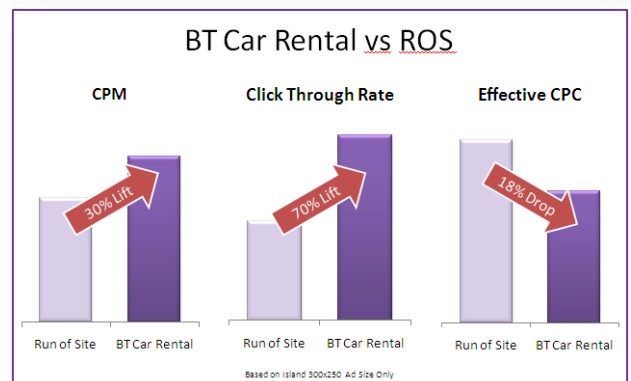
## The Campaign

- The brief from the agency to maximise the client’s budget to promote an upcoming special “Rent for 5 days, pay for 4” campaign.
- Previous Hertz campaigns showed the increased lift in Click Through Rates that can be achieved when both Travel and Car Rental categories were combined for a single Behavioural Target.
- The agency were interested in seeing how Yahoo!Xtra could further apply Behavioural Targeting for this new campaign.
- To qualify users in a Behavioural Target, interest is measured through searches and clicks, relevant pages viewed and/or advertising clicked during the purchase cycle defined uniquely for this product category.

Client	Hertz Rental Cars
Target Audience	AP35-54 HHI\$80K+
Agency	ImMediate Ltd
Brief	<ul style="list-style-type: none"> <li>• Utilise Behavioural Targeting in the Car Rental category to promote “Rent for 5 days, pay for 4” campaign.</li> </ul>
YIX Solution	<ul style="list-style-type: none"> <li>• Behavioural Targeting</li> </ul>

## The Results

- Hertz creative was relevant to the category, had a strong call to action with a compelling offer, the brand was ever present and messaging was simple – all key components of a successful online campaign.
- Without targeting, the campaign delivered 351,142 impressions and achieved a CTR of 0.10%. With targeting applied, the result was a 0.17% CTR – in increase of 70% on the non-targeted result.
- Excellent results were also achieved by the campaign in other metrics. The eCPM lift of 30% was offset by an Effective Cost Per Click decrease of 18% compared with a non-targeted Run Of Site campaign.



**Yahoo!Xtra’s Behavioural Targetting product gave Hertz an impressive uplift in results for their January campaign. Behavioural Targeting improved Click-Through Rates, Cost Per Thousand and Effective Cost Per Click, and built upon results for their campaign in the previous year.**