

Learn How the World's Largest Car Manufacturer Drives Online Test Drive Applications



The personalization scenarios we have designed using Insider helped us in a huge way. Our test drive sign-ups have improved significantly. We were pleasantly surprised to see that the exit intent lead generation scenario improved our form completion rate by 50%. We love how Insider provides us with a feature-rich platform which helps us improve online experiences continuously.

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About Nissan

Nissan is one of world's largest car manufacturing brands. Nissan offers a wide spectrum of vehicles, ranging from family-friendly cars like the Nissan Versa to the beastly 591-horse-powered Nissan GTR.



Improving Lead Sign Ups for Test Drives

The marketing team at Nissan was looking to improve their lead generation numbers for a variety of cars listed on their website.

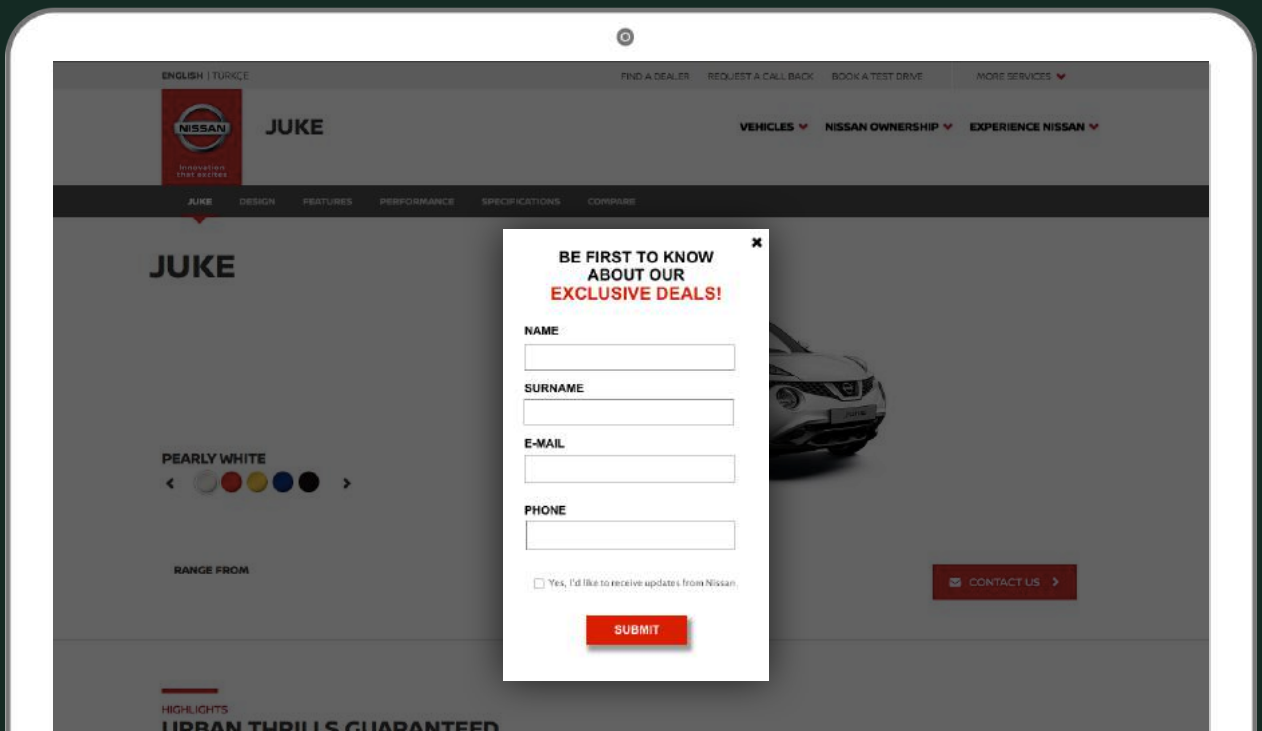
For the automotive industry, the test drive is one of the most crucial steps for a customer's journey. It's an indication that the prospect might be serious about buying a car. It also propagates the customer in the buyer's journey. Most importantly, in the automotive industry, cars are still sold via in-store visits and sales happen face-to-face compared to other channels like email, phone calls and more. Hence, getting a prospect to sign up for a test drive can significantly boost the chances of improving sales numbers and ramping up a brand's revenue.

Nissan partnered with Insider to build intuitive lead generation programs to drive test drive applications.

Personalizing Experiences

To increase the number of test drive applications, Nissan and Insider leveraged personalization and ran a variety of experiments.

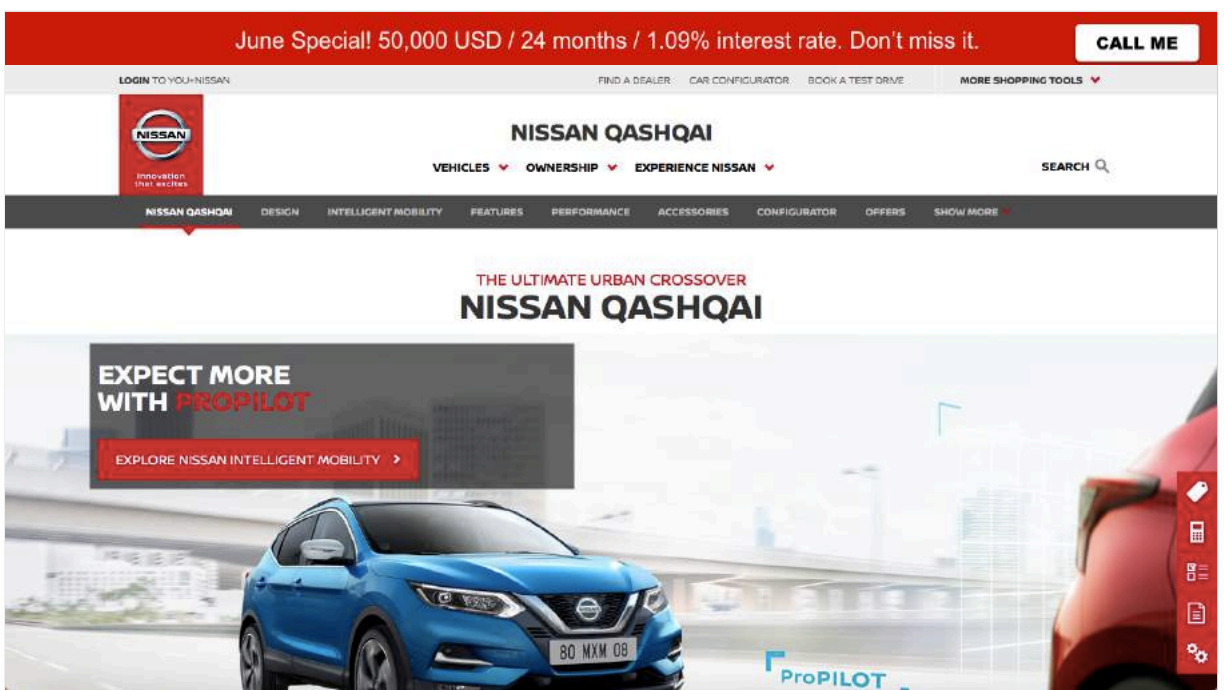
- First and foremost, Nissan created segments of customers who portrayed a higher scope of engagement during the test drive.
- The segment included visitors who visited car detail pages (2 or more) and then left the website without taking action.
- Other behavior based actions were also targeted, for example, mouse location on the page, scroll location and more.



If the visitor showed such behavior, a form was shown to encourage visitors to request a test drive.

In the second scenario

- Nissan and Insider predicted that customers who checked car details were more likely to sign up for a test drive.
- As a result, visitors were served a custom header banner to help them learn more about the cars they have showed interest in.
- The banner button navigated the visitor to the car detail page.



Nissan Saw an Uplift of Over

These forms and lead magnets were used to encourage visitors to sign up for a test drive. The personalization drive became a huge way to boost interaction.

The revamped initiative brought an uplift of 39.78% in the form completion rate and results were evident in a mere 2 weeks time.

Also, the exit intent implementation bumped the form completion rate itself by 53.56%.