Case Study




AUTO

# PEUGEOT Drives 16% Higher Engagement and 28% More Efficient Leads on Realize

PEUGEOT

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*The New PEUGEOT 408 launch required us to go beyond traditional traffic metrics and focus on meaningful consumer consideration. By testing engagement-based optimization, we were able to attract more attentive audiences, improve on-site engagement, and outperform our historical lead efficiency benchmarks. The results reinforced engagement as a valuable indicator of downstream business outcomes.*

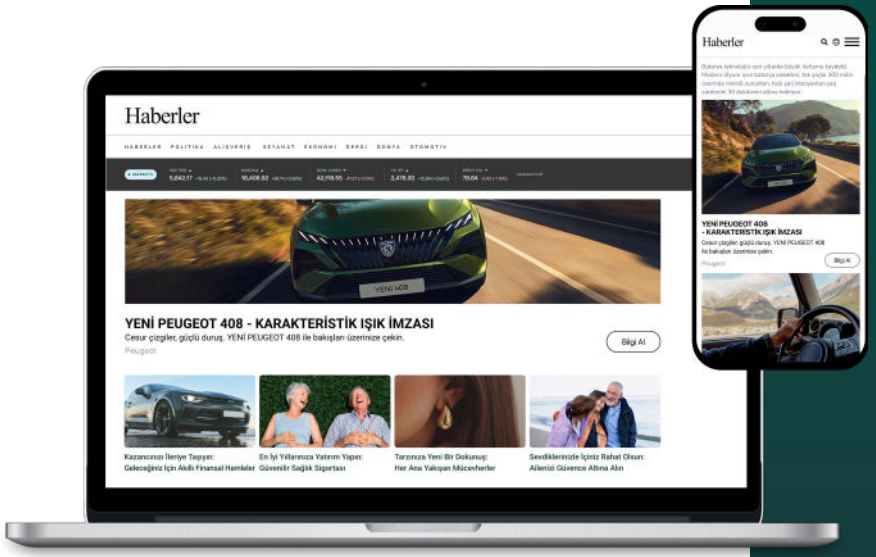
**Uğur Yaşatan,**
*Marcom Supervisor, Peugeot Türkiye*

**16%**
Higher engagement rate than the historical benchmark

**46%**
Longer time on site than the historical benchmark

**28%**
Cheaper cost per lead than the best month average YTD

Case Study




## COMPANY

**PEUGEOT** worked with **OneIngage**, an integrated marketing and technology agency, to launch the New PEUGEOT 408.

## CHALLENGE

**PEUGEOT** needed the new 408 launch to turn awareness into real consideration, reaching Turkish drivers who would spend time with the car and eventually become dealership leads.

## SOLUTION

**OneIngage** ran the launch on **Realize**, optimizing for engaged audiences so delivery went to people who read deeper and stayed longer with the new 408.

## RESULTS

**Realize** delivered an **engagement rate 16% above PEUGEOT's historical benchmark, while increasing time on site by 46%.** The campaign also achieved a **cost per lead 28% below PEUGEOT's best month average in 2026 to date.**

Case Study

# Introduction

**PEUGEOT** is a global, innovative, high-end generalist brand built on the values of Customers, Innovation and Pleasure. Founded in 1810, it is one of the oldest surviving automotive brands in the world, present in more than 160 countries with a full range of electrified passenger and commercial vehicles. Part of Stellantis, PEUGEOT is committed to bringing pleasure back into driving through heritage and innovative technology.

**OneIngage** is a local media agency and a strategic partner of Amazon, Google, Meta, and TikTok in Türkiye. Owned by KoçZer, part of Koç Group, OneIngage combines media buying and planning, creativity, strategy and technology in one structure, built on a media operation that began in 2003. OneIngage integrates offline and digital media capabilities across strategy, planning, optimization, and measurement, and manages PEUGEOT's media campaigns in Türkiye.



Case Study

# OneIngage launches the New PEUGEOT 408 on Realize

**PEUGEOT** was showcasing the updated design of the 408 in Turkey. The objective was to increase consideration by driving potential buyers to the new 408 page, where they could discover the model's design updates and features before submitting a lead form for the dealership network. Engagement rate and time on site were used to measure consideration.

**OneIngage** wanted to complement its existing search and social activity with a channel that could bring high-quality traffic to the Peugeot 408 page and strengthen consideration among potential buyers. They added Realize, Taboola's AI-driven performance advertising platform, which reaches high-intent audiences across premium publishers on the open web to **PEUGEOT's** media mix. Campaigns ran from April 14 to May 15 across Taboola's Turkish publisher network. Image ads showed the 408's characteristic light signature and bold design lines and clicked through to the model page on **PEUGEOT's** Turkish site. The Realize team also produced the campaign's Motion Ads, short looping creatives that add movement to placements without requiring sound.

Case Study

# OneIngage tests page view optimization against engaged audiences

**OneIngage** approached optimization with a test, running two **Realize** campaigns with identical creative, budgets, and setup that differed only in optimization goal. The first optimized for page views, bidding toward users likely to click and load the landing page. The second used **Optimize for Engagement**, a campaign mode that bids toward engaged audiences, meaning users who spend ten or more seconds on site or view two or more pages.

The **Taboola Pixel**, a tracking code on **PEUGEOT's** site, made the comparison measurable. **PEUGEOT** had previously optimized campaigns toward view-content events. With the Pixel, the team configured an Engagement Conversion through the Taboola Pixel, enabling Realize to optimize towards engaged audiences and measure outcomes consistently. **Max Conversions**, **Realize's** automated bidding strategy, used the Pixel's data to adjust bids in real time and bring in engaged visitors at the lowest cost.

A Brand Lift Study ran alongside both campaigns to measure the launch's impact on key brand metrics.

Case Study

# PEUGEOT drives higher-quality traffic and engagement

The engaged audiences campaign achieved a 54.7% engagement rate, outperforming PEUGEOT's historical benchmark range of 44-47%. Time on site also increased by **46%**, rising from a historical range of 38-39 seconds to 57 seconds. Visitors spent longer exploring the New PEUGEOT 408 page, demonstrating the relevance and quality of the audience reached through **Realize**.

This stronger engagement was reflected in key brand metrics. The Brand Lift Study found that, among exposed audiences, **consideration increased by 17%** and positive brand perception rose by 19% compared with the control group. The campaign also achieved **44% ad recall – 16% above the automotive industry benchmark.**

Although the campaign was optimized for engagement rather than lead generation, its high-quality traffic also translated into action. The campaign delivered a **cost per lead 28% below the brand's best month average in 2026 to date, with Motion Ads achieving a 17% more efficient cost per lead than static ads.**

Throughout the flight, the **Realize** team sent optimization recommendations while **OneIngage** managed setup, daily management, and adjustments, with strategy set jointly between the teams. Following the launch, **Realize** secured a primary role in **PEUGEOT's** media mix as a channel for driving quality traffic, meaningful engagement, and downstream results.