

Case study

Exploring new terrain with Jeep

Lay of the land

Consumers are watching more content on digital devices than ever before. In fact, video viewing on computers and smartphones grew by 34% and 55% respectively over the past year.* In this landscape, brands like Jeep are adapting their strategies with native video ads—visually arresting, demographically tailored, and designed to fit seamlessly with the surrounding content. These videos can tell a different kind of story, and that’s precisely what the automobile company did.



Goal

To drive engagement, Jeep teamed with Verizon Media to run native video ad units

Solution

Completed-view rate was 50% greater than auto industry average

Results

Cost-per-completed view was 60% lower than auto industry average

A new roadmap

In the minds of many drivers, the Jeep brand is known for forging new paths. Naturally, the company has been quick to embrace the potential of native video ads for viewer engagement. By partnering with Verizon Media—and utilizing native video advertising through Verizon Media—Jeep maximized the power of its creative video content by making it “as contextual and relevant to viewers as possible,” in the words of the company’s digital marketing manager, manager, Ahed Jendza. The result: a completed-view rate that was 50 percent higher than the auto-industry average.

Native is no longer just a buzzword; it’s something we’re striving toward with our entire campaign. Verizon Media has been a proven performer for Jeep—they’re often the partner we look to whenever we feel like we need to move beyond standard placement.

— Sara Tapazoglou, Jeep Portfolio Manager, Universal McCann Worldwide

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“Consumers, whether they currently own a Jeep vehicle, or are exploring our brand for a new vehicle purchase, typically already have built-in expectations and perceptions about what it stands for in their minds,” says Jendza. “We need to speak to them in fifteen

Onward and upward

In addition to lapping the competition in terms of completed views, Jeep worked with Verizon Media to achieve a cost-per-completed-view rate that was 60 percent lower than the industry average. The result: increased engagement and lower costs. By blazing its own native video trail, Jeep discovered a valuable new way to tell captivating stories about an iconic American company. And by delivering Jeep’s creative content alongside premium content, Verizon Media helped a brand that’s synonymous with adventure embark on a new and fruitful excursion of its own.

“**People are adventurous at heart. We want to hook them in 15-30 seconds with the thought of adventure.**”

— **Ahed Jendza ,
Digital Marketing
Manager, Jeep**