



# How Carsoup.com created Advertising Inventory using Overlays

Company Profile: Established in 1998, Carsoup.com is a one-stop online destination for buying new and used vehicles in the US. It functions as a place for information on vehicle finance, expert opinions.

## The Objective

As a part of its monetization strategy, Carsoup.com offers advertising packages on its site to sellers and car dealers. They used conventional ad units, pop-ups and pop-unders for displaying such ads to users. Needless to say, ad-blockers played spoilsport. Moreover, users are generally blinded to such ad units. All of this, in effect, led to abysmal impressions & click-throughs. Carsoup.com was seeking an alternative to conventional ways of advertising & create advertising inventory management system. And then, they found us!

## The Solution

There are good ways to advertise and then there are better ways to advertise on your site. It is important that you choose wisely between the types of ads you want to display and how much incremental revenue you want to earn with advertising.

**Pop-ups and pop-unders** are intrusive to user interaction, they cause annoyance and considerably obstruct user experience. A good on-site ad should be able to cut through the clutter and deliver ad message in a subtle manner. Moreover, it should reach specific target segment & remain relevant.

## Key Result

Thanks to targeting capabilities of WebEngage's notifications (popovers or overlays), Carsoup.com across all its ad campaigns in the past one year registered an average CTR of 4%. Comparing this 4% CTR with the data for online ads in the US, for automobile sector in past five years. The average CTR is 0.12%. That's an enormous:



# 33x

Better CTR

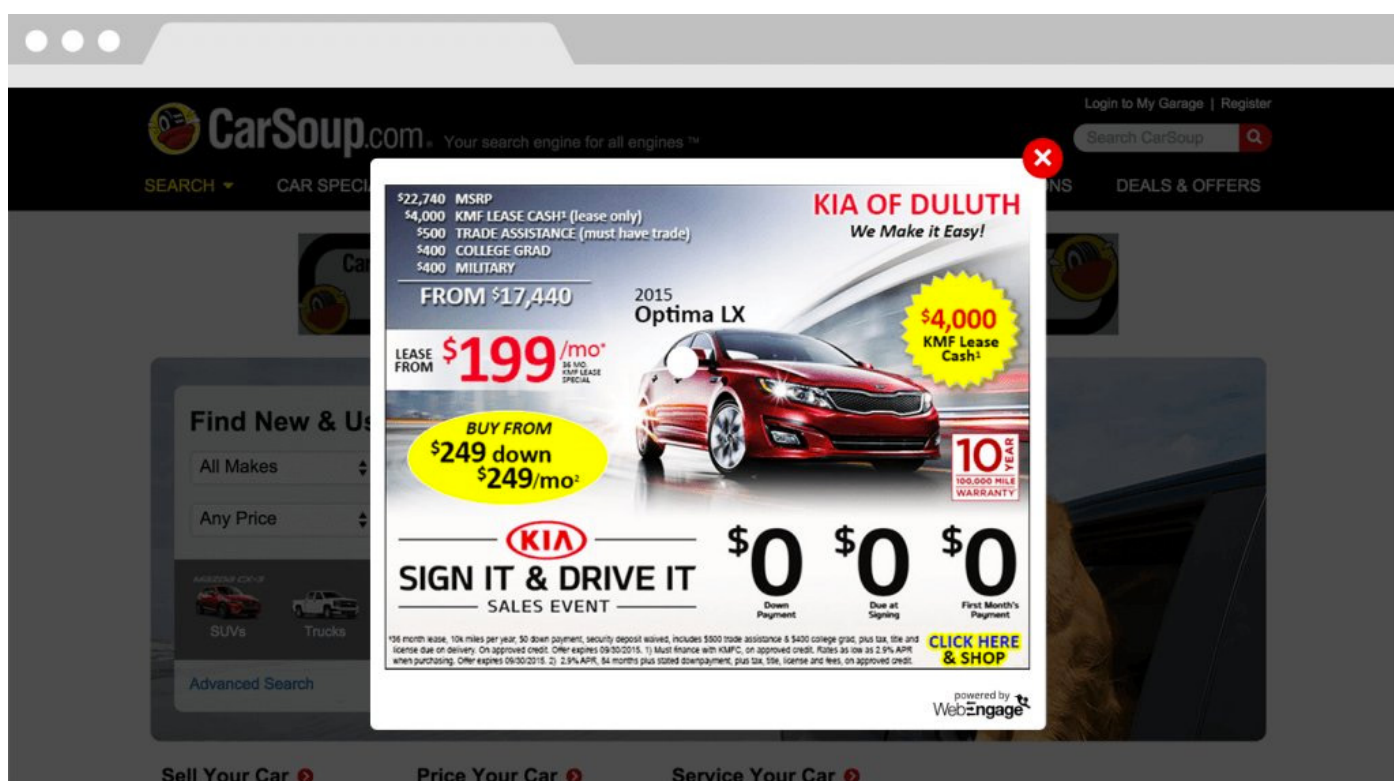
“ WebEngage's suite of products has helped us improve user experience, drive revenue and improve targeted messaging to our site visitors. I highly recommend WebEngage for any site that wants to improve on these areas! ”



**Craig Burris,**  
Integration Manager  
Carsoup.com.

Back to the problem at hand, to overcome the challenge posed by **pop-up blocking technology** (ad-blockers) the logical way is to circumvent it entirely. A pop-over ad (an overlay that does not open a new tab or window) does exactly that by remaining in the same window or web page as the user. Using **WebEngage's Notification** product Carsoup.com displayed advertisements to a targeted set of users. The ads pop into action based on

a predefined **set of rules**. These rules are set using – visitor location, cookie information, device type (mobile or desktop), the source of visit (such as Google Ads, Ad Campaign, or Organic traffic), time of visit, type of user (repeat or new visitor) etc. Take for instance this ad displayed on Carsoup.com to visitors coming from a particular geographical area (Atlanta, US).



Carsoup.com used **Nielsen's DMA** (Designated Market Area) regions of the US to define Market ID of visitors on the site. The DMA's were converted to Double Click representation. Read more about it here.

With Cookie based targeting, the ads were geo-targeted to visitors coming from Atlanta (The doubleclick value 26 is 524 for Nielsen's DMA, that specifies Atlanta)

# Loved the case study?

Get a free product walkthrough. Talk to our automation experts for custom solutions.

[Schedule my Free Demo](#)



WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

Going steady on the mission to humanize websites and mobile apps, we are assisting thousands of customers in 50+ countries. From enterprises like eBay, Lynda, Sendgrid, Snapdeal, MakeMyTrip, Avaya, Souq, etc. to thousands of startups worldwide, we are helping them Engage, Retain and Grow.

+1 (408) 890-2392 (US)

+91 (22) 61102400 (IN) | [webengage.com](http://webengage.com) | [monk.webengage.com](http://monk.webengage.com)

Share : [f](#) | [t](#) | [in](#) | [G+](#)