

Fender®



globalwebindex

How Fender maximized their click-through rate x10 with audience profiling

Taking a campaign to new heights with in-depth data.



Fender, founded in 1946, is a brand that's been synonymous with music for decades. Their guitars have transformed music worldwide, and this year, Fender launched the American Professional Range - five of their most recognizable guitars completely re-packaged for a new audience.

London-based digital marketing agency, [Found](#), were appointed to lead the digital strategy and [GlobalWebIndex](#) were right at the heart of their campaign to amplify Fender's online presence.

FENDER'S ROCK 'N ROLL SPIRIT

FOUNDED IN

1946

PURCHASED BY CBS IN 1985 FOR

\$13m

MANUFACTURE

400
guitars
a day

The Challenge

If you play for them, they will come.

Found's mission was simple: to use the exciting launch of the American Professional Range to drive mass awareness of Fender, whilst satisfying some strict campaign KPI's, particularly around user engagement.

The real challenge Found faced was how to maximize the effectiveness of a limited budget for a relatively niche product, all within a narrow campaign window. They needed to guarantee Fender targeted the optimum audience at the right stage of their purchase journey with language that spoke to them, without wasting spend on the people who would never buy from them.

For the campaign to be a genuine success, Found knew they had to put the right message in front of the right audience, at the right time - this meant getting to know Fender's audience in as much detail as possible.

The Action

A finely-tuned campaign was needed.

Google Analytics was able to show Found which broad interest buckets the users who visit the Fender site most often fell into, but not everyone with a broad interest in dating services, for example, shares a love for electric guitars. They needed to narrow their audience down and understand how best to engage with them.

Turning it up to 11 with GlobalWebIndex.

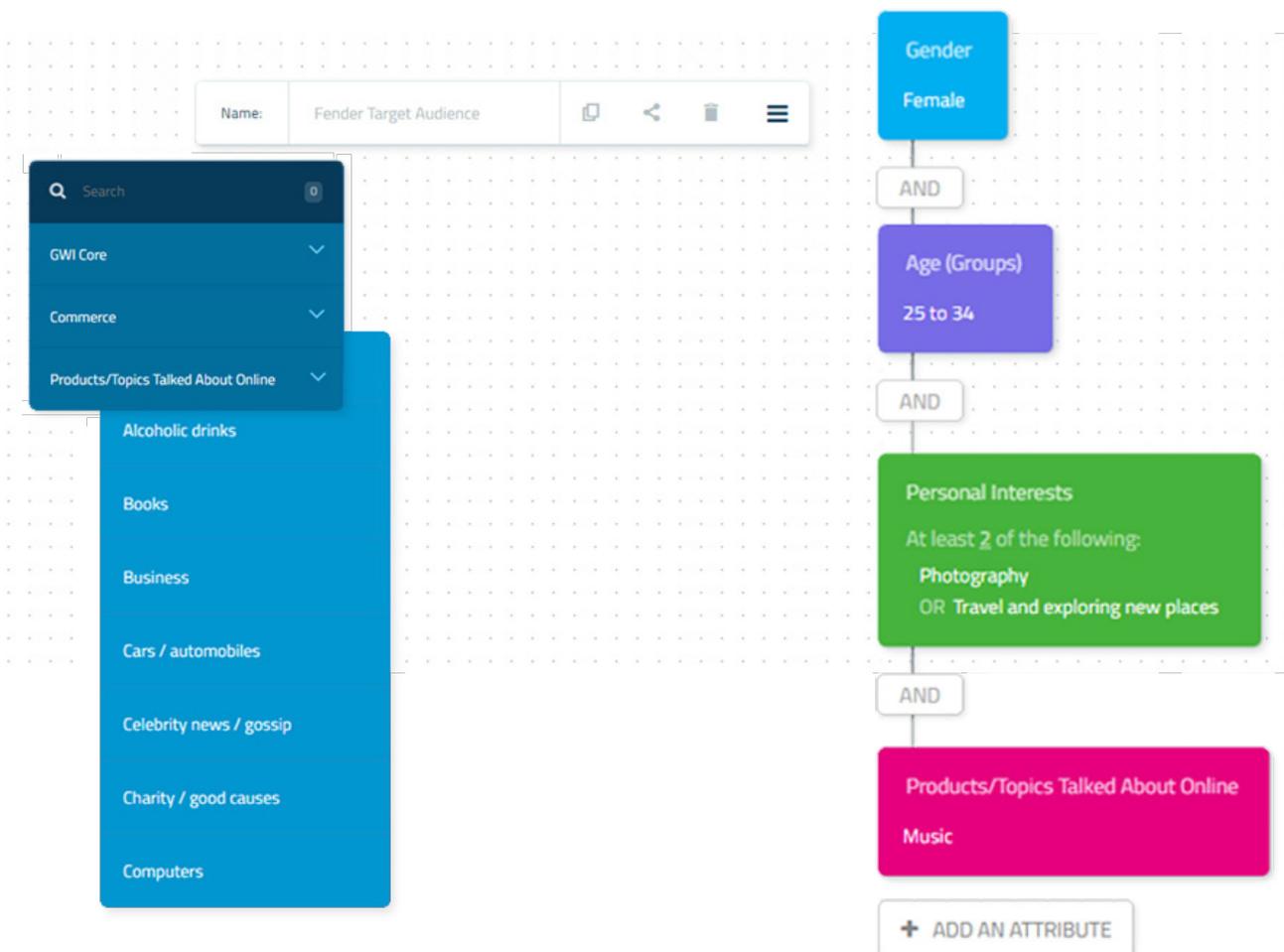
Innovatively blending customer data, mapping Fender's own persona research with audience insight from GWI, Found were able to put this intensive customer insight into action through its campaign planning process.

Found assembled their lazer-focused 'Web of Moments' approach upon GlobalWebIndex's granular audience attributes. The blueprints for GWI's audience builder tool drew from Google Analytics' interest and demographic data as well as analysis of the intent of different site sections.

For example, if it was known that people landing on the guitar product pages were mostly 25-34 year-old females interested in travel and photography. This could be created as an audience segment and enriched by GWI's attitudinal and behavioral attributes.

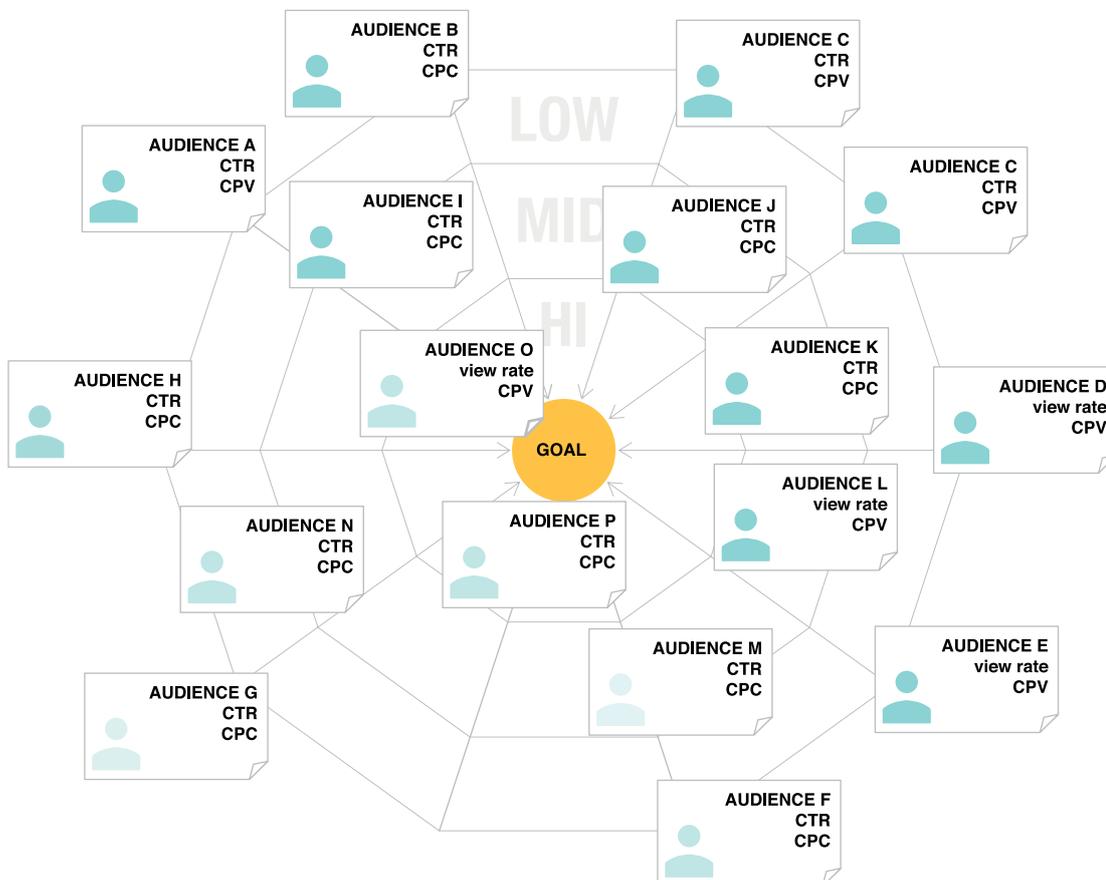
THEY ASKED THE FOLLOWING QUESTIONS:

- Where was this audience **spending their time online**?
- What **devices** were they using, and what devices were they using to **“second screen”**?
- Where and when were they **researching their purchases**?
- Most importantly, what were brands doing to **successfully reach** and capture their attention?

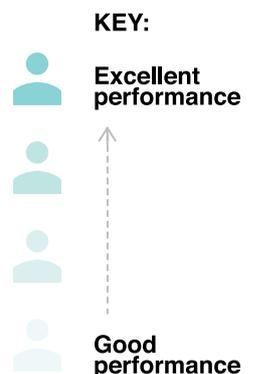


Found could now examine GWI's database through the lens of each target audience and discover their online activities, behaviors, research habits, attitudes, social media usage and lifestyles to decide where, when and how to reach each audience.

Driven by data, Found were able to fine-tune Fender's messaging to the point where they could even suggest which guitar model was most likely to strike the right chord.



Visualization of audiences and the metrics we measure them against at different levels of intent. Each audience is targeted using the channel most appropriate for them, with content Found knew would match their moment.



An Original Composition

Found set about building hypergranular campaigns across YouTube, Facebook and the Google Display Network.

By using every available targeting method possible, Fender's defined audiences were reached via: affinity and custom affinity targeting, in-market segments, placements, topics, keywords and granular retargeting lists - all while overlaying demographics, time of day and device data.

In addition, through careful analysis of the video campaign, Found assembled an even broader list of refined custom audiences. This allowed them to implement a consequent retargeting campaign. Highly engaged users were identified (e.g. those viewers who watched 50% or more of the video) and retargeted with longer videos that revealed more information for each specific model. The result of this process was a list of people they could say with complete confidence were interested in the Fender AP range and which model they preferred.

This remarketing was taken even further by using these lists across multiple channels - from YouTube, to Display to Facebook - always delivering a consistent message at each touch point. These potential customers were targeted with engaging interactive Facebook carousel and canvas content to drive them to the Fender site. Additionally, the landing pages were personalized with the make and colour of the guitar they'd shown interest in.

The Result

Live from April 7th to May 23rd 2017.

This campaign came with a relatively short window and budget, but it was clear that the activity resonated exceptionally well with the Fender audience. Found's diligent approach to audience targeting with GlobalWebIndex helped it to exceed all industry and sector benchmarks for engagement, showing Fender the real value of their digital marketing budget.



GWI enabled us to go to a whole new level with targeting on our Fender campaign. Ultimately it was these audience insights that facilitated us in smashing the industry engagement benchmarks and delighting Fender with the results we were able to achieve.

ROSS BOYD
STRATEGY & INNOVATION DIRECTOR AT FOUND



8.9m Impressions
on Youtube

2.4m video views -
resulting in **2.2 years**
of Fender video content
being watched.

37% of all video
views unskipped

Which drove over 12,000
highly qualified and engaged
users, working out **at a cost**
of just £0.01 per view.

Over 48,000
earned views

The impact wasn't just
limited to paid. It earned
a wealth of subscribers,
playlist additions, likes and
shares.

About GlobalWebIndex

As home of the world's largest survey on the online consumer, the GlobalWebIndex platform makes it easy to create powerful insights that move.

Our data represents
2.6 bn internet users
across 40 countries.



SEGMENT

Build detailed audience and customer profiles with easy access to global data.



MESSAGE

Know what to say by quantifying the perceptions that are blocking or powering repeat purchasing.



ENGAGE

Learn where to reach your consumers by analyzing behaviors across channels, platforms and devices.



MEASURE

Validate your targeting and measure campaign effectiveness with robust analytics that take tracking to the next level.

TRUSTED BY THE WORLD'S LEADING MARKETERS

Google  Microsoft

MEDIACOM OmnicomGroup

 Expedia 

AKQA  YAHOO!

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