

UNMISSABLE CASE STUDY

The *UNMISSABLES*



Two brands. Two objectives.
One ambition – **to be seen.**



Reclaim the Top Spot.

Outlander had been #1 for both view and lead share in the Medium SUV <\$60k segment¹ until August 2024. The goal? Reignite demand. Reclaim #1 spot for view share. Defend lead dominance.

The Challenge



Scale Retail Messaging Across the Funnel.

Nissan wanted to amplify their retail messaging around finance, cashback, and warranty offers. The goal? Connect with more buyers. Increase views and leads. Generate momentum ahead of their end of financial year.

The car buying journey spans 5.7 months¹,
and buyers are everywhere during this time

24%

→ are ready to buy now

38%

→ are actively shopping

24%

→ are planning ahead

In a fragmented journey, being seen from the beginning is
the difference between being browsed and being bought.

1. carsales internal data, Prefacts, January 2023 - July 2024.

2. Automotive Buyer Journey 2023, conducted by Ipsos. Owners n=215. Q. Thinking about each stage of the journey so far, how much time, approximately, have you spent at each stage below? Q. Why did you stop, pause, start-over or re-evaluate?"

3. carsales Consumer Sentiment Survey, Wave #20, April 2025, n=1,634. Q. When are you looking to buy?



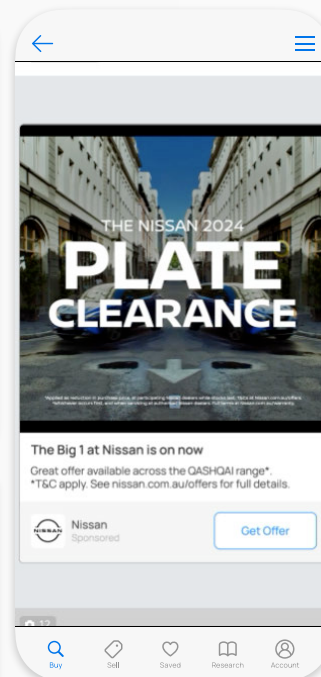
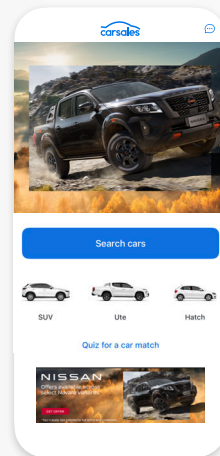
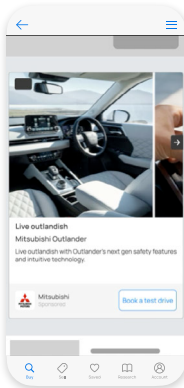
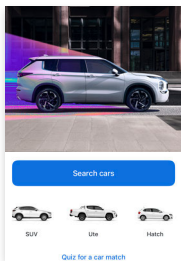
Unmissable

wasn't just the name,

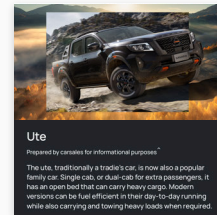
NEW Push Notification

Live Outlandish with Outlander

Be yourself, wherever you want to be. With a 10-year warranty with 10 years capped price servicing, you're worry-free. Click for more



...it was the **outcome.**



NEW Push Notification

\$5k CASHBACK* on Select Nissan variants. The Nissan 2024 plate clearance is on now! *Applied as reduction in purchase price, at participating Nissan dealers. Click for T&Cs





The Results

3.8M

→ Reached⁵

13x

→ More Clicks⁶
Than comp campaigns

5.2x

→ Lower CPC⁷
Than comp campaigns

+7.5%

Search share⁸

+23.2%

View share⁸

+14.1%

Lead share⁸

🔍 3.7x more likely to **search a Mitsubishi**⁹

👁️ 3.4x more likely to **view a Mitsubishi listing**⁹

👤 4.8x more likely to **submit a Mitsubishi lead**⁹



“

What makes Unmissable stand out is its ability to combine scale with precise auto audience targeting – **turning attention into action and delivering immediate impact** for the brand

”

- Alicia Rowe

Digital Manager, Marketing and Corporate Affairs,
Mitsubishi Motors Australia Limited

5. Google Ad Manager 360, 15 January 2025 – 15 March 2025.

6. Google Ad Manager 360, 15 January 2025 – 15 March 2025, 13x more clicks than comparable (product + investment) competitor campaigns run during similar campaign period, Q4 2024 and Q1 2025.

7. Google Ad Manager 360, 15 January 2025 – 15 March 2025, 5.2x lower CPC than comparable (product + investment) competitor campaigns run during similar campaign period Q4 2024 and Q1 2025.

8. carsales Internal Data, Prefacts, 15 January 2025 – 15 March 2025 (campaign period) compared to 15 November 2024 – 14 January 2025 (non-campaign period).

9. Google Analytics, 8 May 2025 – 30 June 2025 (campaign period).



The Results

3.7M

→ Reached¹⁰

2.8x

→ More Clicks¹¹
Than comp campaigns

77%

→ Lower CPC¹²
Than comp campaigns

+19.5%

View share¹³

+32%

Lead share¹³

Nissan achieved a 4 year lead high + sustained momentum post-campaign¹⁴

QASHQAI

+34%

views¹⁵

+27%

leads¹⁵

PATROL

+53%

views¹⁵

+31%

leads¹⁵

NAVARA

+23%

views¹⁵

+111%

leads¹⁵

XTRAIL

+18%

leads¹⁵



“

Unmissable allowed us to scale a multi-offer story across our entire model lineup — **reaching more buyers, converting more often, and delivering consistent performance** across our 2-month campaign.

”

- Yvette Crimmins

Account Director, Nissan Australia

¹⁰ Google Ad Manager 360, 24 December 2024 to 25 February 2025.

¹¹ Google Ad Manager 360, 24 December 2024 to 25 February 2025, 2.8x more clicks than comparable (product + investment) competitor campaigns run during similar campaign period, Q4 2024 and Q1 2025.

¹² Google Ad Manager 360, 24 December 2024 to 25 February 2025, 77% lower CPC than comparable (product + investment) competitor campaigns run during similar campaign period, Q4 2024 and Q1 2025.

¹³ carsales internal data, Prefacts, December 2024 - February 2025 (campaign period) compared to December 2023 - February 2024 (non-campaign period).

¹⁴ carsales internal data, March 2025.

¹⁵ carsales internal data, Prefacts, December 2024 - February 2025 (campaign period) compared to December 2023 - February 2024 (non-campaign period).

carsalesmediahouse