

A SUCCESS STORY

Campanda.com and GasBuddy collaborate to generate awareness of the RV rental marketplace.



BACKGROUND:

Campanda.com is an RV Marketplace connecting RV enthusiasts with everyday RV owners who are looking to rent out their vehicles. GasBuddy has an audience of millions of money-savvy drivers, many of whom have identified themselves as an RV owner or renter.

OBJECTIVES:

- Drive awareness of the RV rental marketplace and the Campanda.com brand as a trusted name in the RV industry
- Reach and activate a large audience of money-savvy drivers encouraging them to consider a new income stream

SOLUTIONS:

- Display Media (In-App & Web)
- Co-branded Email Campaigns
- Co-branded Blog Content
- Co-branded Landing Page

CAMPAIGN EXECUTION:

Utilize GasBuddy's multi-platform solutions to effectively target an engaged audience and drive awareness of the RV rental marketplace. Ongoing collaboration between GasBuddy and Campanda.com to optimize the user journey creating a seamless experience that drives users to consider RV rental as a new income stream. Create compelling co-branded content that is relevant and engaging for GasBuddy users.

TIMING:

November 2017 - March 2018

RESULTS:

Through strategic targeting of GasBuddy users and an optimized user journey and landing page experience, the campaign achieved:

4.3X

Top of Funnel Lift in Response Rate of Customers Beginning Process

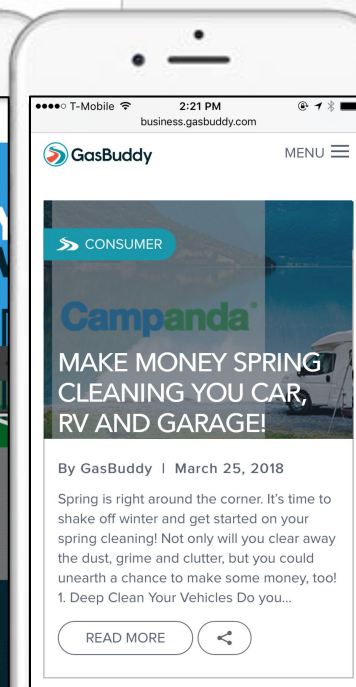
3X

Bottom of Funnel Lift in Actual RV Listings Set Live

EMAIL



BLOG



LANDING PAGE



Learn more about how GasBuddy can help meet your business objectives.

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