



Audi

Audi Switches to BrandMuscle to Increase Savings and ROI

Challenge

Audi was using an ad builder resource since the early 2000s, but quickly realized they needed a much more dynamic solution that streamlined ad creation across all models, offer types, media, and size.

Solution


For Audi, BrandMuscle's solution was a no-brainer. It was the only marketing automation solution that could meet their long wish list of important criteria like scalability, brand control, and speed-to-market. BrandMuscle expanded usage of the platform's customization abilities for print ads, resulting in reduction of ad resizing costs spent with an outside agency.

Results

\$640,000
in creative
agency savings
per year

Brand compliant dealer
ads customized and
sent to production in
**LESS THAN 15
MINUTES**

437% INCREASE
in web banner
utilization post
launch



“We’re reducing costs, saving time, and empowering dealers to get locally relevant messages out faster while protecting the Audi brand. The BrandMuscle technology is so intuitive that it has become our dealers’ centralized campaign planning tool.”

*Jessica Thor, Senior Manager Retail Marketing,
Audi of America*