

# Revving up test drive requests

## Objective

A top rugged brand aimed to drive high-quality leads for their new model by encouraging potential buyers to complete the test-drive request form, ensuring dealerships received a steady stream of ready-to-schedule prospects.

## Strategy

Leveraging GumGum's Desktop Skin, we added the test-drive request form directly into the creative, placing it alongside Business & Finance, Technology, and Sports content.

By aligning the form with content that resonated with the brand's core audience, we ensured the call-to-action felt natural and timely, driving higher engagement and qualified form fills.



## Results



**0.42%**

Conversion rate from clicks



**0.83%**

Click-Through-Rate



**93%**

Viewability (above benchmark)