

Press release

## Citroën Partners with Invibes and Collective by Starcom & Leo Burnett for the Digital Launch of the New ë-C3

**Reaching Over 3 Million Unique Users with a High-Impact Campaign Designed to Maximize Brand Recall, Engagement, and Web Traffic.**

**London, March 13, 2025** - Invibes Advertising (Invibes), a leader in digital advertising innovation partners with Citroën to reach over 3 million unique users with a high-impact campaign designed to maximize brand recall, engagement, and web traffic.

Citroën is spearheading a new "French revolution" in the automotive sector. Until recently, electric vehicles were often considered a luxury, accessible only to a select few. However, Stellantis has redefined urban mobility with the launch of the ë-C3—an electric vehicle that is affordable, efficient, and technologically advanced. To establish the ë-C3 as the definitive electric city car for all, Citroën implemented a cutting-edge digital strategy that reached over 3 million unique users during its launch phase, which extended into February with two waves of reinforcement.

The digital strategy, developed by Invibes and Starcom, was executed in two key phases to ensure sustained visibility and meaningful engagement with an urban audience:

1. **Building Brand Recall:** The initial phase focused on high-frequency exposure (7 times per user) to cement brand awareness.
2. **Driving Consideration and Engagement:** The second phase maintained consumer engagement (3-5 times per user) and expanded reach through strategic retargeting.

To achieve these results, Citroën leveraged the expertise of the Invibes Creative Workshop, where Collective by Starcom & Leo Burnett collaborated to develop compelling creatives and messaging. The campaign deployed more than 10 innovative advertising formats, exceeding industry benchmarks in both visibility and user interaction across display and video formats.

Invibes harnessed multi-level audience segmentation and dynamic creative optimization to enhance campaign performance. By adapting ad formats in real-time based on user



interactions, the strategy maximized engagement and visibility, solidifying Citroën's position as a leader in the electric vehicle market.

A critical driver of the campaign's success was the precision targeting approach. By combining multi-level segmentation with an advanced audience refinement solution, Invibes created a high-intent audience segment of 2.5 million similar users. This was achieved using zero-party data from a Pre-Campaign Survey, allowing for even more accurate targeting.

"Through our Invibes ID Network, we analyzed user attributes and behaviors to identify audiences whose profiles aligned with the purchase intentions detected in the pre-campaign survey. This data-driven approach enabled us to reach high-potential segments, optimizing campaign efficiency and strengthening brand impact and recall," explains Estela Alonso, Senior Sales Manager at Invibes.

## **Outstanding Campaign Performance: Media, Attention, and Brand KPIs**

### **Media KPIs:**

- 80% viewability
- 78% Video Completion Rate (VTR)
- 0.43% Click-Through Rate (CTR)
- 98% brand safety compliance

**Attention Metrics:** The campaign significantly outperformed Lumen benchmarks:

- **Display:** +142% APM (Attention per 1,000 impressions) | +8% AVT (Average Viewed Time)
- **Video:** +174% APM | +57% AVT

**Brand Impact:** A Brand Lift study conducted by Smartme Analytics revealed the campaign's strong impact:

- +45% in Consideration
- +88% in Favorability (brand preference)
- +71% in Purchase Intent
- +58% in Recommendation Likelihood

Cristina Pérez Ruiz, Marketing Director of Citroën Spain, reflects on the campaign's success: "We are thrilled with the media strategy implemented for the launch of the new ë-C3—a milestone moment for the brand. The collaboration with Collective by Starcom & Leo Burnett



and Invibes Advertising has yielded exceptional results, surpassing industry benchmarks across all key metrics."

See the campaign in action:

[Invibes Play S Scroll](#)

[Invibes Play S](#)

[Invibes Reel](#)

[Invibes Explore+](#)

### **About Invibes Advertising**

At Invibes, our mission is to drive positive brand impact and business outcomes by prioritizing the uniqueness of every ad opportunity through valuable advertising solutions.

Invibes proprietary technology leverages GenAI-powered solutions to enhance campaign potential with industry-specific creative and targeting extensions. By combining hyper-personalized creatives and targeting, Invibes ensures campaigns deeply resonate with consumers, delivering unparalleled efficiency and lasting value for advertisers.

To partner with top global companies like Amazon, Danone, LVMH, LEGO, and Toyota, we rely on exceptional people. At Invibes, we cultivate an energetic, open environment that fosters ideation, growth and #GoodVibes, that shines through to our clients.

### **Rethink Possibilities**

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