



Nissan Drives 45% More Conversions With AI-driven Predictive Audiences



Nissan AMIEO
www.nissan.nl



The Challenge

Nissan AMIEO wanted to improve the efficiency of its Qashqai traffic and conversion campaigns by increasing the number of high-quality leads while optimizing conversion performance. Campaigns were previously using broad audiences optimized toward static conversions, which helped reach large volumes of users but did not focus enough on those most likely to convert. The opportunity was, therefore, to better leverage Google Analytics (GA) first-party behavioral data to identify and activate high-intent users, enabling a more efficient media budget allocation and stronger campaign performance.

The Approach

To address this challenge, TRKKN designed and implemented a predictive audience solution based on Machine Learning. Behavioral data collected in GA was ingested into BigQuery, where a predictive model built in Vertex AI calculated each user's probability of converting. Users above a defined threshold (40%) were grouped into a predictive audience and activated in Display & Video 360 (DV360). A controlled test showed that campaigns optimized with predictive audiences based on first-party data performed better than campaigns optimized with static conversion signals, confirming the added value of predictive signals for AI optimization.

The Result

The Proof of Concept (POC) delivered outstanding results. Campaigns using predictive targeting achieved a 45% increase in conversions measured in DV360. This result confirmed the effectiveness of predictive modeling for improving performance outcomes in automotive campaigns.

Partnering with TRKKN

TRKKN supported Nissan throughout the entire initiative, from designing the predictive modeling framework and building the data pipeline to guiding the audiences activation in media platforms. This end-to-end collaboration ensured both technical robustness and alignment with marketing objectives, enabling Nissan to validate the value of predictive targeting in real-world campaign environment.

45%

Increase in conversions

1.3 K

Uplift in absolute conversions

Primary Marketing Objectives

Website and Lead Conversion

Activate first-party data at scale

Featured Products



BigQuery



Vertex AI



Google Analytics



Display & Video 360

*Results achieved in a period of 12/12/2025 to 31/12/2025 of A/B testing.