

The Drum Awards for Marketing Americas

Inspiring Examples of Innovation

Goodway Group
Increased Kubota
Dealer Website
Visits 165%
With Realtor.com Tool



OBJECTIVE



To capitalize on the rural migration trend amplified by the pandemic and new work-from-home policies, Kubota Tractor Corporation, a heavy equipment manufacturer, hoped to build brand awareness among consumers looking to make a lifestyle change and grow the next generation of Kubota owners.

Earning customer loyalty starts with the very first purchase, especially on products with long life cycles, and first-time equipment buyers have always been a significant focus vital to Kubota's success.

While Kubota manufactures commercial equipment such as large agriculture tractors and excavators, it also has a successful line of residential equipment too — including sub-compact and compact tractors, UTVs and mowers.



OBJECTIVE

How can we know when consumers are about to be first-time buyers?

Create brand affinity before consumers are in market?
Before they purchase equipment that will last 5-10 years?

Make our message sticky?

With people moving so quickly and interest rates at historic lows during the pandemic, Kubota worried its usual targeting methods might not hit consumers at the right stage in their journey anymore. Yet, Kubota wanted to market directly to first-time equipment buyers **in a fresh and unexpected way.**



RESULTS

Goodway Group and Kubota Tractor Corporation customized and tested a new Realtor.com brand utility tool that stretched across the funnel. This innovation not only introduced the Kubota brand to potential first-time residential equipment buyers but also moved them toward a purchase.

The Goodway Group and Realtor.com native advertising campaign delivered data-driven, personalized messaging and helped Kubota build brand awareness and directly target, engage and interact with potential first-time rural home buyers on the verge of being in the market for residential equipment.

Kubota's Realtor.com Branded Interactive Tool Insights

The team optimized the digital advertising campaign like this:



Developed optimized creatives that became top performers (based on insights from the branded tool's most-clicked products and land uses)



Leaned into seasonality to help home shoppers envision themselves using their new equipment right away

Focusing On Innovation

Kubota Tractor Corporation and Realtor.com presented at the IAB Brand Disruption Summit 2022 and explained how they — along with Goodway Group — explored something new and created a helpful branded equipment tool that matches consumers with the right Kubota for them.



RESULTS

Surpassing Benchmarks and Expectations

The three-month flight, from April-June 2022, far surpassed Realtor.com benchmarks and Goodway's and Kubota's own expectations, achieving 208% over goal on Kubota tool opens and 107% over goal on Kubota tool interactions.

The branded tool helped Kubota build more brand awareness at the top of the funnel within an essential target audience. But what was truly exciting about the tool was it generated lower-funnel action too — it drove a record number of consumers to local dealer websites, increasing visits by 165%!



208%
over goal
on tool opens



107%
over goal
on tool interactions



165%
increased visits
to local dealer websites



TESTIMONIAL

“

Thanks to a great partnership between Realtor.com's cutting-edge native advertising tool and Goodway Group's out-of-the-box creativity and personalized approach, Kubota was able to attract a new generation of customers in the wake of the pandemic as rural areas grew. This collaboration, now in its second year, has surpassed all our campaign goals and has paved the way for continued growth.”

– **Jim Jorgensen**

Sr. Manager, Advertising and Marketing
Kubota Tractor Corporation

