

IMPACT OF MARKETING CAMPAIGNS ON SALES DYNAMICS (CADDY, MULTIVAN)

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Received: 2025-05-05

Accepted: 2025-06-15

DOI: <https://doi.org/10.5281/zenodo.15805995>

Abstract. The modern automotive market is under the influence of digital transformations, the growing role of behavioral analytics and growing competition in the passenger and commercial vehicle segment. In a dynamic market, the study of the effectiveness of marketing campaigns accompanying the release of new models, in particular the Volkswagen Caddy and Multivan, is of particular relevance. Such campaigns not only shape demand, but also determine the trajectory of market activity in the short and medium term. The problem lies in the insufficient number of applied studies that would analyze the impact of marketing activities on the actual dynamics of sales from the standpoint of measured KPIs.

To determine the impact of marketing campaigns on changes in sales volumes of Volkswagen Caddy and Multivan models in Ukraine, with the identification of key indicators of the effectiveness of communication strategies.

The study confirmed the growth of sales of both models after marketing launches: Caddy - over 40%, Multivan - up to 35% in the first three months. The most effective tools were video reviews, targeted digital campaigns, localized content and partnership activities with auto experts. A list of KPIs was determined to assess the effectiveness of such campaigns: change in sales volumes, number of media contacts, growth in search activity, coverage of video materials.

In further research, it is advisable to focus on building an integrated KPI system taking into account behavioral factors and analyzing the effectiveness of individual digital channels to predict market reaction to new products.

Keywords: marketing, sales, Volkswagen, Caddy, Multivan, KPI, digital communications, model launch, analytics, consumer behavior, Ukrainian automotive market, campaign effectiveness.

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Introduction. *Problem statement.* In the current environment of digitalization, growing competition and saturation of the information space, marketing campaigns play a key role in generating demand in the automotive market. This is especially true during the period of new model launches, when successful positioning, proper targeting and effective communication can significantly influence consumer decisions and drive sales. At the same time, the issues of quantifying the effectiveness of such campaigns in terms of practically oriented indicators - primarily KPIs, that reflect changes in consumer behavior, channel coverage, growth in search engine queries, and direct sales growth - remain insufficiently studied in domestic and foreign scientific discourse.

The marketing launches of the new generations of Volkswagen Caddy and Multivan models, which were accompanied by large-scale digital campaigns, presentations, video reviews, partnership activities, and an active presence on social media, serve as an example for the analysis. According to UkrAvtoprom, in 2021, after the presentation of the fifth generation Caddy, sales of the model in Ukraine increased by more than 42% compared to the same period of the previous year. Similar dynamics were observed for Multivan after the launch of the T7 model. This suggests that a comprehensive marketing campaign focused on digital communications does indeed have a direct impact on commercial results in the short term, and that localized content adapted to the cultural and market specifics of Ukraine can be more effective than universal global messages.

All of this necessitates a systematic study of the relationship between marketing activities and changes in sales dynamics, the development of approaches to evaluating the effectiveness of such campaigns, and the construction of a reliable KPI system for practical application in automotive marketing.

Analysis of the latest research and publications. The issues of marketing support of sales and advertising activity are studied in the works of both Ukrainian and foreign authors. Romanchuk T. and Vasylytsyna S. [1] focus on the tools of marketing audit, which is the basis for further evaluation of the effectiveness of advertising campaigns. Ponomarenko V. and Kosenko O. [2], in the context of the global COVID-19 crisis, consider the transformation of approaches to the organization of sales and marketing in the automotive sector, emphasizing the role of digital channels in overcoming limitations. A significant contribution to the study of the strategies of global automakers was made by Limonova E. and Chumak T. [3], who analyze the internationalization of production and sales as a component of marketing activities. In turn, Zintso Y. [4] explores the potential of neuromarketing to increase sales efficiency, which is of particular importance in the field of personalized communications.

In the context of digital competencies of marketers, the work of Zhyvko Z. and Petrukha N. [5] is important, emphasizing the importance of digital awareness for the implementation of innovative promotion strategies. A similar applied orientation is provided by the research of Vahonova O., Tryfonova O., Bondar O., Petrukha N., Kyrychenko O. and Akimov O. [6], who consider the economic justification of marketing decisions to increase the competitiveness of enterprises. Florido-Benítez L. [7] focuses on improving the effectiveness of marketing communications through digital channels, which directly correlates with the topic under study. Kumar T. and Babu N. [8] in their analysis of digital advertising on e-commerce platforms emphasize the importance of taking into account consumer perceptions and behavioral reactions.

The expansion of the analytical paradigm of marketing by means of artificial intelligence is demonstrated in the study by Ding M. and Goldfarb A. [9], which considers the potential of AI in optimizing advertising campaigns and forming KPIs. On the other hand, Nofrizal and Martias D. [10] address the problems of adapting marketing strategies to promote electric transport in developing countries, emphasizing the role of the cultural and economic context. The study by Kudryavtsev V., Baranovsky V. and Babiy A. [11] focuses on current trends in international automotive trade, including logistics, sales and brand activity. Leno O. and

Kostiuk O. [12] analyze the system of marketing communications of automotive enterprises, noting the problems of synchronization between online and offline channels. Afanasieva O. [13] in her study emphasizes the importance of modern media in promoting goods, in particular through the influence of interactive platforms on consumer behavior.

Thus, domestic and foreign authors cover certain aspects of the topic: from global promotion strategies and adaptation of communications to the specifics of the national market, to the introduction of innovative technologies and measurement of campaign performance. However, despite the existence of theoretical developments, there is still a lack of empirical research that directly links marketing activities to the sales dynamics of individual models. This creates the need for a holistic analysis that will allow quantifying the effectiveness of campaigns based on KPIs, taking into account the local market and consumer behavior.

The purpose of the article is to assess the impact of marketing campaigns on the dynamics of sales of Volkswagen Caddy and Multivan models in Ukraine, with the identification of key performance indicators (KPIs) of communication activities in the digital environment.

Materials and methods. The study was based on statistical data on sales of Volkswagen Caddy and Multivan models published on the official website of the UkrAutoprom Association, as well as marketing and presentation materials from vw-commercial.com.ua, autoroku.ua, and avtomir.ua. The research was also based on the content of video reviews, press releases, analytical publications, as well as on scientific works of domestic and foreign authors on the effectiveness of digital communications, consumer behavior and KPIs in the field of car marketing.

The study used the methods of theoretical generalization and grouping (to systematize approaches to assessing the effectiveness of campaigns), content analysis (to analyze the structure and content of marketing messages), comparative analysis (to compare sales before and after the launch of models), as well as elements of correlation analysis (to establish statistical relationships between campaign activity and sales growth). Visualization methods were used to graphically represent the dynamics of sales and communication saturation of campaigns. This approach ensured the comprehensiveness and visibility of the study.

Results. Evaluation of the effectiveness of marketing campaigns is one of the key areas of modern marketing management, especially in the context of digitalization and the high dynamics of the competitive environment. Interdisciplinary approaches are gradually emerging in the scientific literature that combine classical analysis methods (assessment of reach, frequency, cost of contact) with modern digital analytics tools such as behavioral modeling, customer journey analysis, big data and artificial intelligence forecasting.

Using the automotive market as an example, researchers emphasize the specifics of consumer behavior based on a long decision-making cycle, a high degree of customer involvement, and a significant information saturation of the product. In such conditions, the effectiveness of marketing campaigns is determined not only by the level of brand reach or awareness, but also by the ability to influence each stage of the sales funnel. In particular, one of the most effective tools in this area is integrated digital campaigns that include personalized video content, SEO optimization, targeted advertising, and work with opinion leaders [7].

Some authors propose multifactor models that take into account not only marketing investments but also external factors (economic situation, competition, seasonality) and internal product characteristics. For example, in the case of the new generations of Volkswagen Caddy and Multivan, the level of adaptation of campaigns to the local market is important, which is also emphasized in studies on the specifics of communications in the automotive industry [2].

Modern approaches to measuring marketing effectiveness are increasingly based on an omnichannel model that combines online and offline communications, quantitative and qualitative metrics, and digital tracking tools. This integration allows not only to evaluate the results of a campaign in the short term, but also to contribute to the formation of a long-term brand marketing strategy.

During the launch of the new generations of Volkswagen Caddy (2021) and Multivan (2022), a multi-level digital campaign was implemented using personalized advertising, video formats, interactive services and partnerships with opinion leaders. Analytics tools played a special role, allowing us to quickly adapt communication to consumer reactions.

Table 1**Digital tools used in Volkswagen Caddy and Multivan marketing campaigns**

Group of tools	Specific actions / application examples	Expected effect / goal
Video content and presentations	Holding online premieres with professional video editing, broadcasting on YouTube, creating official video reviews with a focus on model innovations, translating subtitles into Ukrainian	Attracting a visually sensitive audience, emotional presentation of benefits, and generating initial interest in the product
Targeted advertising	Use of advertising in Google Ads, Facebook Ads, Instagram Ads with segmentation by geography, interests, income; launch of remarketing	Reaching target groups of potential buyers, increasing the number of conversions to the site, generating leads
SEO and web promotion	Search engine optimization of model pages on the official website; placement of SEO articles on industry resources; creation of information landing pages with key queries	Raising positions in search engines, organic audience engagement, increasing the length of time spent on the site
Social networks	Regularly maintaining pages on Facebook, Instagram, TikTok; publishing lifestyle content with cars in real use; active use of stories, reels	Maintaining constant communication with the audience, forming an emotional connection with the brand, attracting younger target audience
Collaborations with influencers	Reviews by well-known Ukrainian car bloggers, test drives in vlog format, joint broadcasts with automotive media journalists; integration of content into YouTube channels with a large audience	Increase brand credibility through independent reviews, create authentic content, and drive demand by example
Interactive online tools	Integration of a configurator on the Volkswagen website with a choice of modifications, colors, options; the ability to book a test drive online; financing or leasing calculators	Creating a personalized experience, engaging consumers in brand interaction, and simplifying the path to purchase

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Email marketing	Automated mailings with announcements of new models, dealer offers, test drive reminders or discounts; use of personalized messages	Supporting repeated contact, returning "warm" leads, informing interested users
Analytics and retargeting	Implementation of Google Analytics, Facebook Pixel analytics, behavioral heat maps; dynamic retargeting of products in social networks	Optimization of campaign budgets, repeated coverage of site visitors, increase in conversion due to relevance

**Source: generalized by the author based on [4,6,11].*

The analysis of the digital tools used showed a targeted and consistent approach to customer interaction. Targeting tools, video content, integration of online configurators and bookings proved to be effective, not only driving sales but also strengthening the emotional connection with consumers in the digital space.

Evaluating the effectiveness of marketing campaigns involves analyzing not only qualitative indicators (coverage, brand awareness), but also quantitative changes, primarily in sales dynamics. For the Volkswagen Caddy (5th generation) and Multivan (T7) models, author conducted a systematic observation of sales volumes before and after official presentations, based on UkrAvtoprom statistics [14] and the date of public campaigns in the digital environment.

The analyzed data shows a positive trend in sales of Volkswagen Caddy and Multivan models after large-scale marketing launches. In the short term, the sales growth was 35-50%, which indicates the effectiveness of an integrated digital approach to presentations. Online premieres, video content, SEO support and interaction with national car reviewers played a special role, ensuring not only coverage but also conversion of interest into sales.

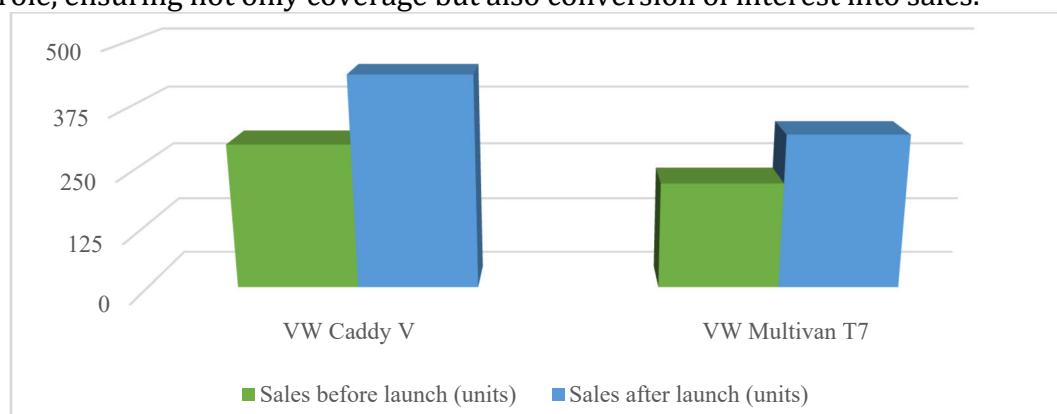


Fig. 1. Changes in sales of Caddy and Multivan models before and after marketing launches

Assessing the relationship between marketing activities and sales dynamics is one of the key aspects of effective marketing control. In today's digital economy, when marketing tools have a multi-component structure and are implemented simultaneously through various channels, it is of particular importance to analyze the correlations between the level of

communication intensity and actual sales figures. This allows not only to assess the effectiveness of the resources invested, but also to identify the most effective areas of influence on the target audience.

On the example of Volkswagen Caddy and Multivan models, an increase in sales in the short term coinciding with the peaks of marketing activity was observed: the launch of presentations, a wave of video reviews, and the activation of advertising campaigns in social networks and online media. In particular, within 1-2 months after the official marketing launch, sales growth of up to 40-50% was recorded compared to the baseline period [1]. Such trends suggest a positive correlation between the intensity of advertising pressure on the market and commercial results. At the same time, the cumulative effect of communications - the simultaneous action of several tools (video, social media, reviews, remarketing) - plays a special role [12].

A preliminary empirical analysis shows that digital channels with a high level of personalization and visualization - video content combined with targeted advertising - demonstrated the highest correlation with sales growth [8, 13]. Against the background of stable communication activity (regular publications, native mentions, localized messages), there was a gradual increase in online interest in the models, as evidenced by the increase in the number of queries in search engines. Thus, an increase in the frequency of contacts with consumers and the use of flexible digital tools directly correlates with increased consumer behavior.

Thus, the established link between the intensity of marketing activities and sales growth confirms the feasibility of building a KPI system that includes not only the final sales results, but also the dynamics of digital reach, the number of interactions, and the level of engagement. Further deepening of the quantitative analysis using marketing analytics tools and a cohort approach will allow us to more accurately determine the strength and nature of these correlations.

When evaluating the effectiveness of marketing activities, especially in the highly competitive environment of the automotive market, it is important to rely on a system of quantitative indicators that allow for objective measurement of the results achieved. The KPI (Key Performance Indicators) system allows not only to evaluate the effectiveness of individual communication channels, but also to measure the overall impact of the campaign on consumer behavior, interest, sales dynamics, and the economic feasibility of the resources invested.

Table 2

Key KPIs for measuring the effectiveness of marketing campaigns in the automotive sales industry

Indicator (KPI)	Description.	Purpose / value
Increase in sales volume	Change in the number of cars sold compared to the previous period (month or year); calculated as a percentage.	It allows to assess the direct impact of marketing activities on sales performance and seasonal fluctuations in demand.
Number of leads	The total number of unique potential customers who left contact information, signed up for a test drive, or interacted with the configurator.	It reflects interest in the model/brand and helps determine the effectiveness of advertising channels and messages.

Cost of customer acquisition	The ratio of all marketing expenses to the number of new customers; calculated as Total Marketing Spend / Number of Acquired Customers.	It allows to evaluate the effectiveness of budget use and determine the economic feasibility of a particular campaign.
Conversion rate	The share of leads that completed a targeted action (signing up for a test drive, buying a car); calculated as a percentage of the total number of leads.	It provides insights into traffic quality, content relevance, and overall marketing funnel efficiency.
Reaching the audience	The number of unique users who saw an ad, video, or other marketing content.	Measures the scale of a campaign and helps to compare the effectiveness of different advertising channels (Google, Facebook, YouTube, etc.).
Number of video views / page	Total number of views of promotional videos, presentations, model pages, or configurators on the official website.	It reflects interest in the product, the level of audience engagement, and the effectiveness of visual content.
Clickability	The ratio of the number of clicks to the number of ad impressions (Click-Through Rate); measured as a percentage.	Indicates the relevance and attractiveness of an ad to the target audience, and is important for ad optimization.
Search activity	Change in the number of searches on Google and other systems related to a brand, model, or promotion.	It informs about the level of consumer awareness and interest, and can serve as an early indicator of future demand.
Engagement rate	The sum of interactions (likes, comments, reposts) on social media divided by the number of views or subscribers.	Reflects the depth of interaction, emotional engagement of the audience, and the effectiveness of content on social media.
The level of repeated requests / views	The frequency with which the user returns to view a video, model page, or continues to interact with the configurator.	Indicates interest in making a purchase decision, the level of involvement of a potential buyer in communication with the brand.

**Source: generalized by the author based on [9,10].*

The advanced KPI system in the automotive sales industry allows not only to record the final result of the campaign (for example, sales growth), but also to analyze in-depth the behavioral response of the audience to marketing incentives. Indicators such as engagement, search activity, and repeat actions help identify weaknesses in the communication strategy or, conversely, strengthen the most effective tools. The formation of a multi-level KPI system is a prerequisite for analytical marketing management in the automotive industry, where consumer decisions are formed gradually and under the significant influence of emotional, informational, and visual content.

Summarizing the results of the study allows us to formulate practical recommendations for improving the effectiveness of future marketing campaigns in the field of car sales. First of

all, digital strategy should be considered as a key tool for influencing consumer behavior, with a special emphasis on personalized video content, targeted advertising, online configurators, and mobile platforms. This approach ensures not only deeper audience engagement, but also an increased level of emotional contact with the brand.

The experience of launching the new Volkswagen Caddy and Multivan models confirmed that a successful campaign must be adapted to the local market, both in terms of language and cultural and communication. The use of Ukrainian-language video content, integration with local bloggers, and presence on national information platforms builds trust in the brand and helps to make a purchase decision. This approach is in line with the general trends of internationalization of marketing strategies in the automotive sector [3].

For effective campaign management, it is important to implement analytical tools that allow to quickly track behavioral patterns and changes in demand in real time. The use of CRM systems, tracking services, and retargeting algorithms allows to optimize the budget, strengthen the most productive channels, and ensure conversion growth. Particularly effective is the combination of analytics with a cohort approach to studying the customer journey, which is actively implemented in modern digital marketing models [5].

In the future, it is advisable to create a unified KPI system based on a combination of classical and behavioral indicators - sales volume, number of leads, engagement, repeat interaction, and search activity. This approach allows for a more flexible evaluation model that takes into account the specifics of decision-making in the field of expensive goods with a high emotional component.

Conclusions. The study analyzed how marketing campaigns affect changes in sales of Volkswagen Caddy and Multivan models. A clear link was found between active digital activities and sales growth, particularly during the launch of new generations. Campaigns that combined video presentations, personalized advertising, and influencer outreach demonstrated higher performance than traditional approaches.

The author proposes a list of key performance indicators (KPIs) that allow for a comprehensive assessment of the effectiveness of such campaigns - not only in terms of the number of sales, but also in terms of the level of audience engagement, the frequency of repeated actions, and the depth of digital interaction. The practical value of the results lies in the possibility of adapting them to future marketing strategies in the field of car sales, taking into account the peculiarities of the local market and changes in consumer behavior.

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