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How Apollo Tyres Deployed Gemini-Powered AI tool GIGA to Boost Store Visits by 105%

Context

Apollo Tyres, a leading global manufacturer of commercial and retail tires, aimed to identify high-intent search terms to drive physical store footfall.

The main roadblock was manual ad copy creation and lengthy back-and-forth agency alignment cycles, which severely delayed optimization and limited campaign agility.

The brand required a scalable, automated solution to reduce acquisition costs and accelerate go-to-market speed

Approach

- AI-Powered Keyword Structuring: Deployed GIGA, an advanced AI-driven marketing tool built on Google Cloud Platform (GCP) and powered by Gemini.
- Intelligent Grouping: Partnered with WPP Media to build tightly themed ad groups and upload automated responsive search ads (RSAs) directly into Google Ads [91].

Impact

Store visit conversion rate |
+105%

Decrease in Cost per store visit |
-45%

CTR |
+6%

Role of AI

- Autonomous Search Intent Mapping: GIGA's Gemini-backed algorithms scanned high-intent search terms to dynamically organize them into hyper-relevant ad groups [91].
- Gen-AI Creative Scale: Generative AI wrote tailored ad copy templates in real time, eliminating hours of manual creative drafts and significantly boosting click-through-rates