

Case Study

How a Multiple Rooftop Luxury Auto Group saw a 4.6X increase in CTR



Industry: Automotive

Company: Multiple Rooftop Luxury Auto Group

Product: Facebook Dynamic



How a Multiple Rooftop Luxury Auto Group saw a 4.6X increase in CTR

Industry:	Automotive	Company:	Multiple Rooftop Luxury Auto Dealership
Product:	Facebook Dynamic		

9.4% CTR	4.6X CTR Industry average	1790 VINs	85,663 Reach
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COMPANY PROFILE

This company is one of the largest privately-owned luxury auto groups in the country with over 20 locations sprawling across the Northeast. For over 50 years, this dealer group has been retailing luxury automotive brands that include Audi, BMW, Mercedes-Benz, Lexus, Infiniti, Jaguar, Land Rover, Porsche, MINI, Maserati, and Alfa Romeo. They deliver both new and pre-owned luxury cars and provide service, parts, finances, and repairs.

CHALLENGES

	Declining performance on traditional display
	Access to inventory marketing
	High onboarding costs

SOLUTIONS

	Facebook Dynamic Advertising
	Hyper relevancy: Higher-quality traffic to VDP
	Enhanced social media presence (Facebook, Instagram)

CHALLENGE

The auto group had been working with our partner agency for over a decade. With the ever-changing digital landscape, audiences keep migrating from one medium to another, and the effectiveness of previous ad formats decreases as this happens. The auto group found it hard to stay on top of the trends and overcome some of the growing challenges, such as banner blindness. They knew they had to shift their marketing to be more efficient and current, like inventory marketing, but they didn't have a road map to guide their vision.

Updating their marketing and staying up-to-date with trends was not feasible in-house. The auto group was looking for an agency that specialized in Facebook Dynamic and was automotive-specific, but it wasn't an easy endeavor. Many of the vendors they considered had inadequate experience in the automotive space, suboptimal performance, and lack of a robust ad infrastructure or good partner network to build and launch campaigns on the fly. And on top of that, many vendors came with a lofty onboarding cost and dawdling launch time.

OUR PROCESS

Our experience in the automotive space for over a decade allowed us to hit the ground running and save time onboarding. Our processes are tailored to work efficiently with automotive dealerships, so the client started seeing increased performance right away. We retargeted their vehicle description page visitors with dynamic ads featuring the same or similar vehicles to increase ad engagements. Ultimately, this resulted in higher-quality traffic to their vehicle description pages.

With a combination of data analytics and high-velocity tests, we accelerated our learnings, including dayparting and optimizations based on demographics, behavior, and placements. Shorter tests and quicker learnings advanced the campaigns. Because we had the systems in place to manage campaigns that scale very rapidly, we went from a few hundred VINs to more than 5,000 VINs while keeping the performance above the expected standard. With us handling everything from top to bottom in Facebook Dynamic, the client knew their social campaigns were in good hands.

RESULTS

9.4%
CTR

4.6X CTR
Industry average

1790
VINs

85,663
Reach

THE DEMAND LOCAL DIFFERENCE



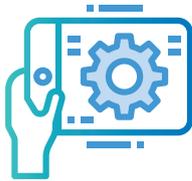
HYPER RELEVANCY

Drive higher-quality traffic to vehicle description pages with highly relevant ads



FACEBOOK INVENTORY ADS AT SCALE

Scalable marketing service that can go up or down based on your needs



INVENTORY MANAGEMENT SYSTEM

Seamless integration to sync live inventory feed between the dealership's website and the Facebook ad campaign



ENHANCED SOCIAL PRESENCE

As an added benefit to running ads on Facebook, you garner social presence with more engagements to your Facebook Pages and Instagram accounts



LIGHTNING FAST ONBOARDING

Minimal setup cost and onboarding timeline to get your campaigns up and running in no time



INSTANT SUPPORT FOR TROUBLESHOOTING

Dedicated team of experts to provide full support and resolutions with the utmost attention

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