
Expert from Facebook Discusses Dynamic Ads for Automotive

About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2018
 - ✓ Only provider to have won the last 7 Years In A Row!
- 2X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 250%



Say Hello To...

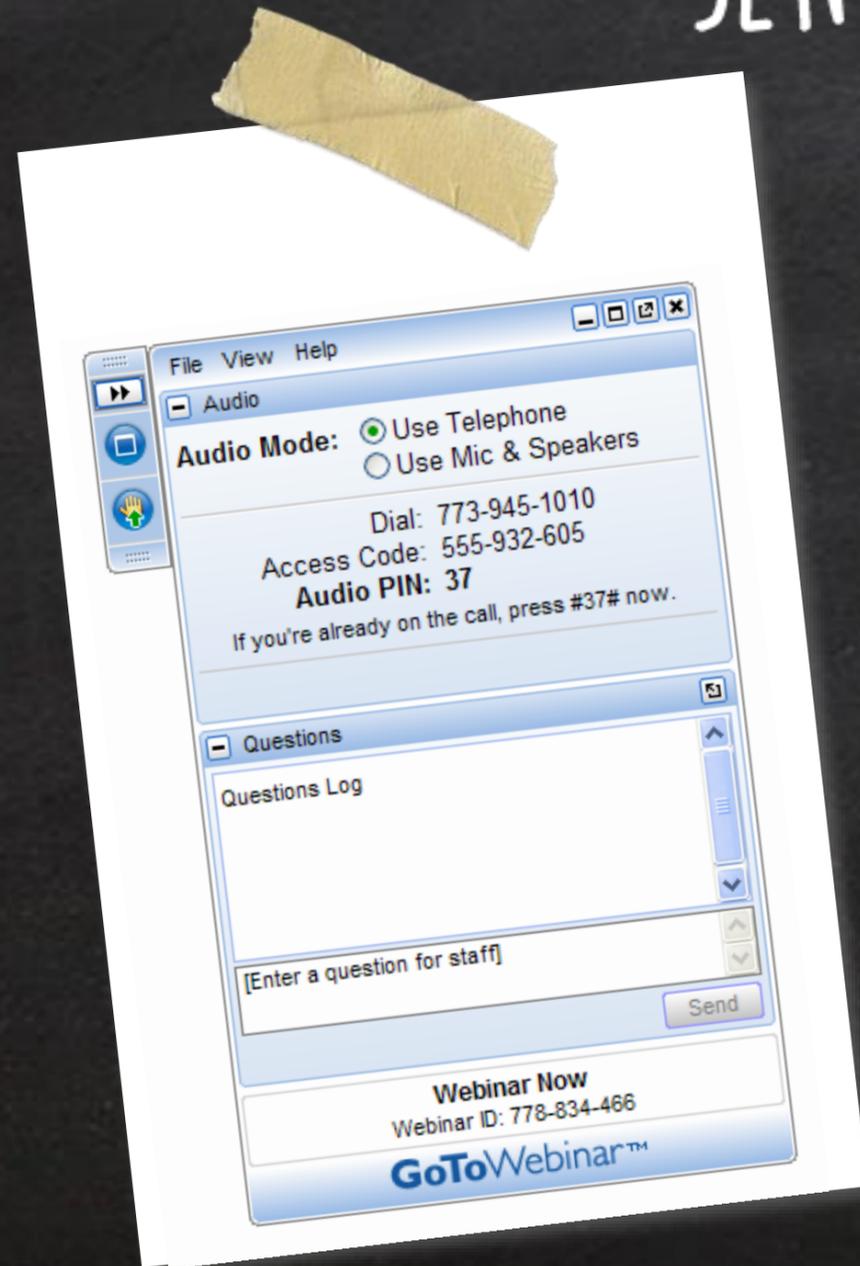


Gabrielle Garrison

Client Solutions Manager
Facebook

facebook.com/public/Gabrielle-Garrison
linkedin.com/in/gabriellegarrison

SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

PRIZE ALERT



After the presentation, be the first to answer the giveaway question correctly to win this awesome prize!

AFTER THE SHOW



After the webinar, please fill out our short survey
and let us know what YOU thought of today's presentation!

Tweet Much?

@Dealeron

@ElianaRaggio

#dealeronwebby

Expert from Facebook Discusses Dynamic Ads for Automotive

AGENDA

1. WHAT IS DAA
2. BENEFITS OF DAA & HOW IT DIFFERS FROM DPA
3. WHAT YOU NEED TO RUN DAA
4. MIGRATING FROM DPA TO DAA
5. GIVEAWAY, QUESTION AND ANSWER SESSION



AGENDA

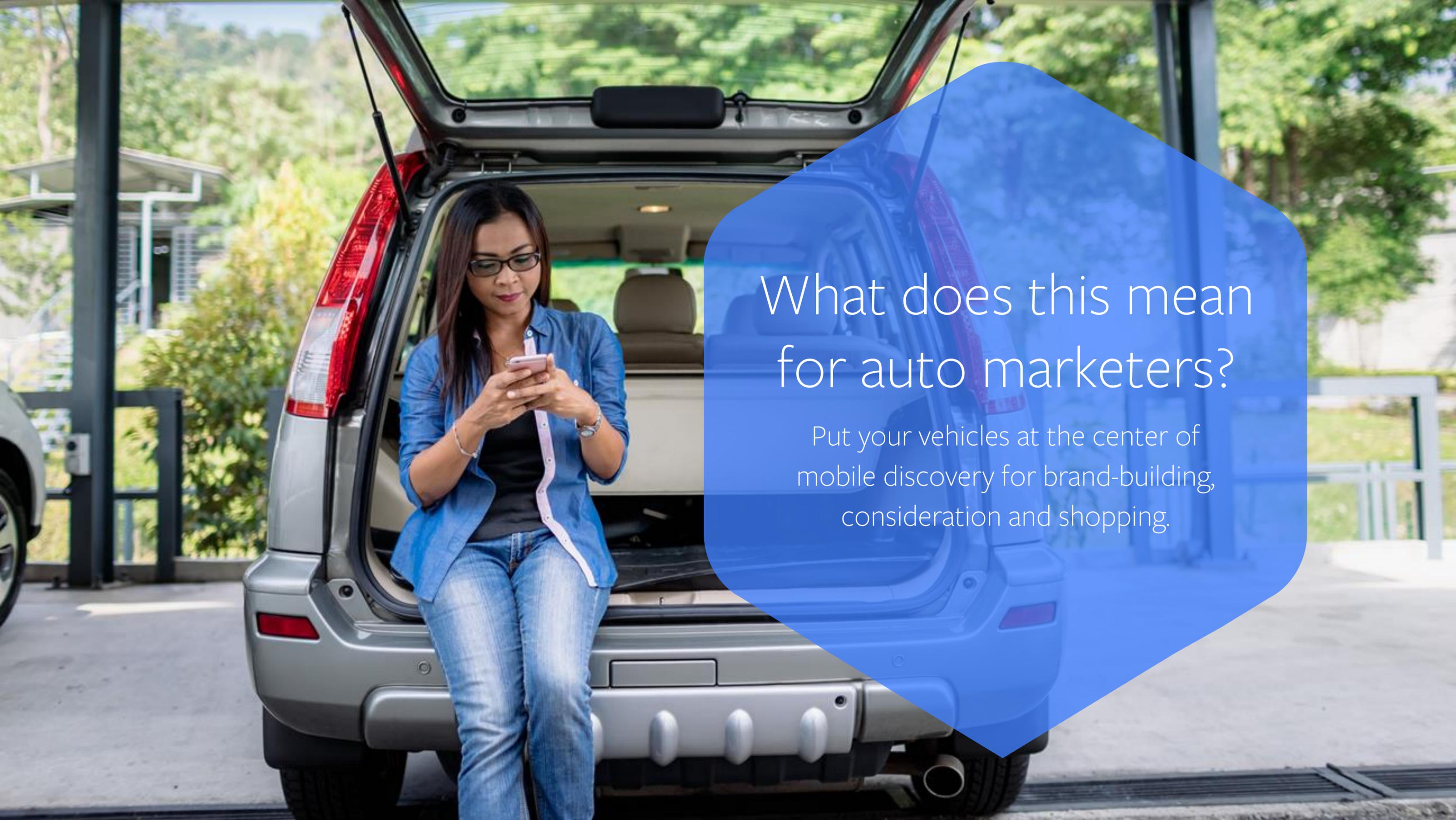
- 1. WHAT IS DAA

People use mobile to research, which builds intent



88%

Car buyers use the Internet to shop. Car buyers are also using a variety of devices to shop, including desktop and laptop computers, smartphones and tablets.



What does this mean for auto marketers?

Put your vehicles at the center of
mobile discovery for brand-building,
consideration and shopping.

The key to driving growth for automotive businesses



Create intent by driving discovery



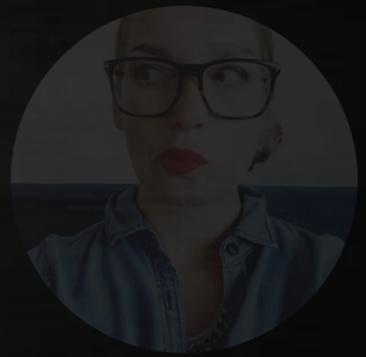
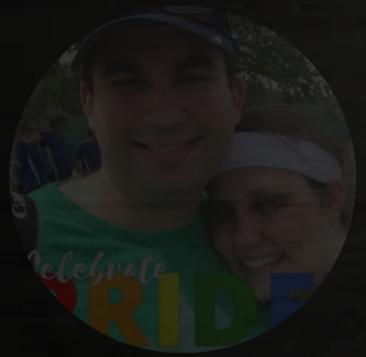
Reach out in a timely, relevant manner



Enable scale in real-time



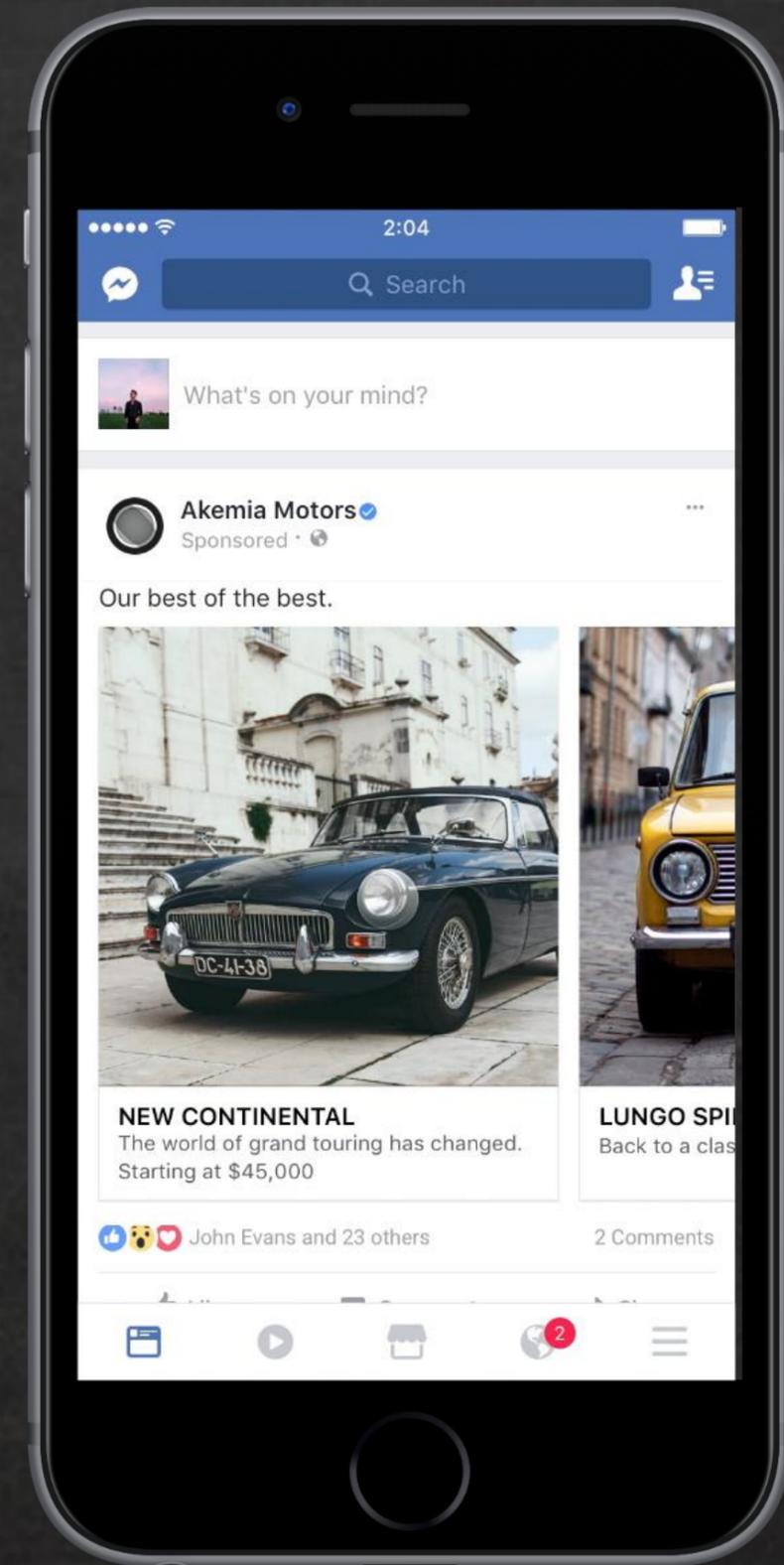
RIGHT PERSON <> RIGHT VEHICLE <> RIGHT TIME



DYNAMIC ADS FOR AUTOMOTIVE

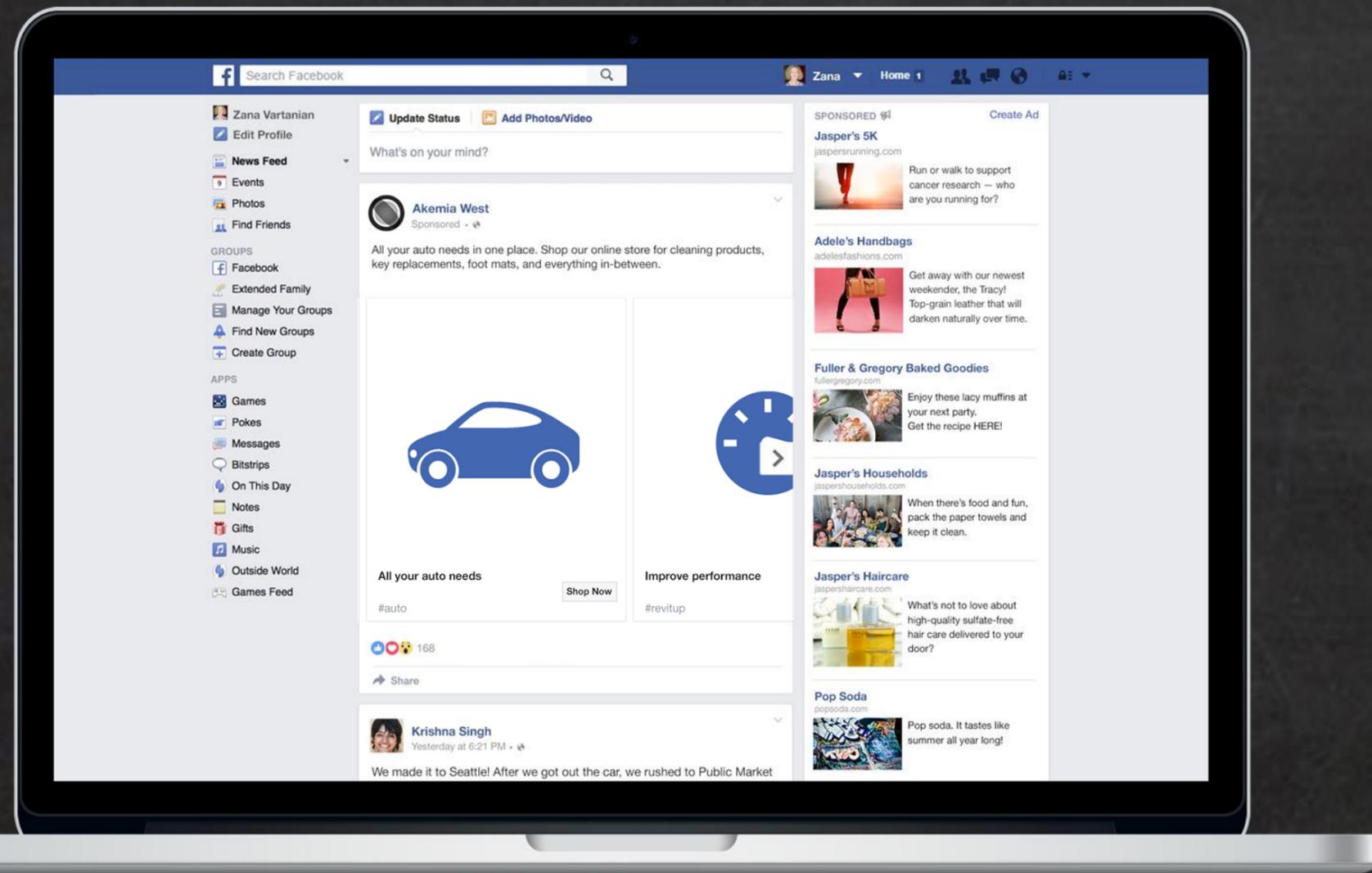
- Automatically promote your entire automobile catalog across Facebook, and Instagram
- Reach people who have expressed interested in buying an automobile

Formats: Image, carousel

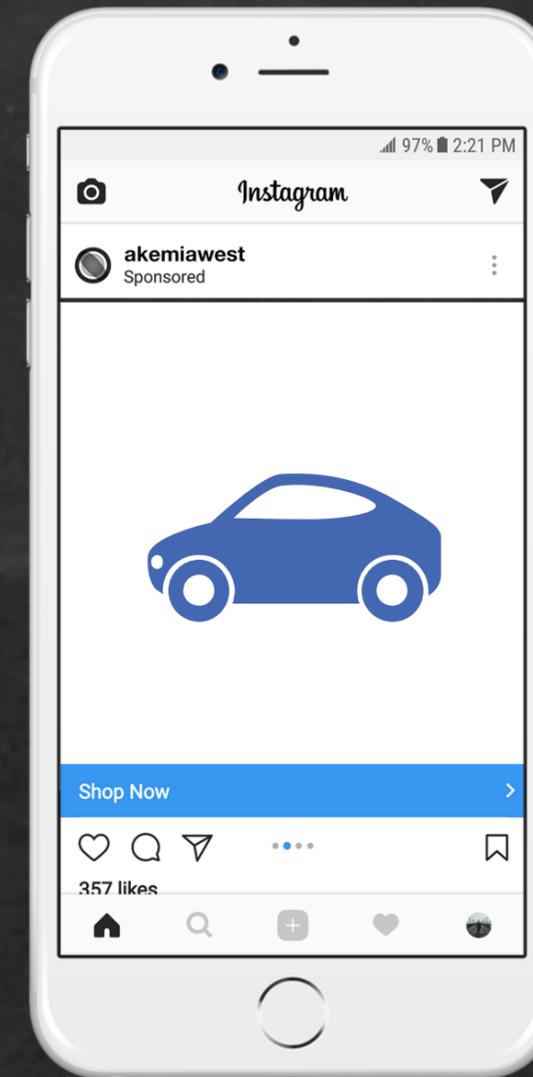


Automatically promote your entire catalog

Connect with people where they spend their time

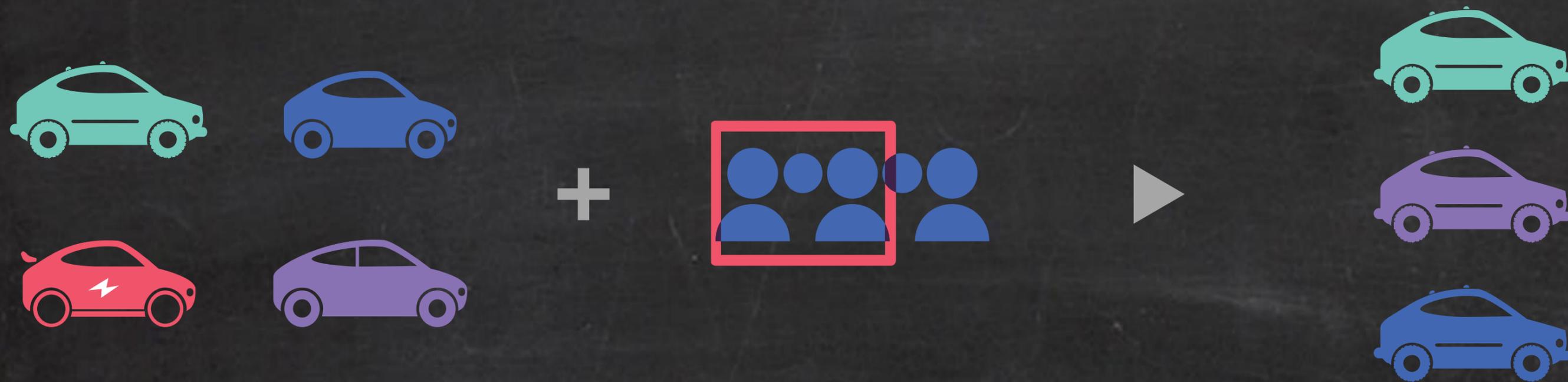


facebook



Instagram

Automatically serve the most compelling and relevant vehicle to the person



Share a catalog of available inventory to Facebook

Facebook identifies people who have visited your website or otherwise shown auto intent

Facebook determines the most relevant combination to show that person

POLL QUESTION



AGENDA

- 2. BENEFITS OF DAA & HOW IT DIFFERS FROM DA

DAA vs. DPA

Dynamic Ads for Automotive

Dynamic Ads

Verticals tailored towards

Automotive

Ecommerce / Retail

Targeting supported

- Retargeting for new and used inventory
- Prospective for automotive intenders through lookalike audiences

- Retargeting workarounds
- No location support and ecommerce personalization algorithms used

Dynamic vs Static feeds

- Auto specific parameters (model, model trim)
- Location coherence supported to ensure relevance to user location

- Ecommerce/Retail feed ('pattern', 'material,' and other common field names)
- One static feed that could take into account updates to 'base price' and 'availability'

Pixel Implementation

Auto specific events such as view content as well as vehicle relevant fields (body style and vehicle state, i.e. new/used)

Non auto specific parameters

DAA vs. DPA

Dynamic Ads for Automotive

Dynamic Ads

Recommender algorithm

Auto-specific, considers factors such as location and interest in specific features relevant to a vehicle (make, body style, trim, etc.)

Ecommerce / Retail learned

Auto specific audience rules
(a sampling)

- Search for vehicle
- View vehicle detail page

Ecommerce / Retail learned

Creative / Ad Unit

Single Image, Carousel

Single Image, Carousel

AGENDA

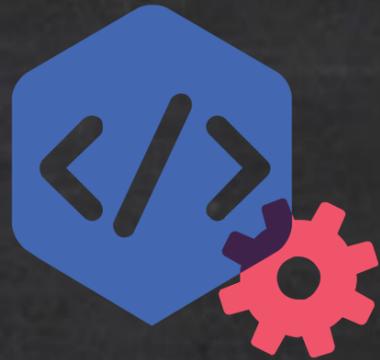
- 3. WHAT YOU NEED TO RUN DAA

Getting started with dynamic ads for automotive



01

Upload your vehicle inventory to Business Manager



02

Place the Facebook pixel on your website and/or Facebook SDK and App Events in your mobile app

Use info from your pixel or app to create a retargeting audience.

Define a broad audience and let Facebook optimize who sees your products

03

Choose your targeting option to focus on your recent site/app visitors, or expand beyond them



04

Set up your ad template

POLL QUESTION



AGENDA

- 4. MIGRATING FROM DA TO DAA

Facebook Pixel Adjustments

REQUIRED STANDARD EVENTS

ViewContent, to track viewing a vehicle detail page.

Search, to track interest in vehicles.

AddToWishlist, to track vehicles that have been favorited/starred or have an intention to purchase.

Lead, to track submission of a lead.

OPTIONAL PARAMETERS

content_type
(required?)

content_ids
(required?)

postal_code

make

model

Year

Vin

state_of_vehicle

exterior color

transmission

body_style

fuel_tyoe

Drivetrain

Price

preferred_price_

range

currency

Vehicle Catalog vs. Product Catalog

Select Catalog Type

 **E-commerce**
Products sold online

 **Travel**
Hotels and vacation properties, flights or destinations

 **Real Estate**
Rental properties and real estate listings

 **Auto**
Different tiers of the auto market

Vehicles





Catalog of Vehicles

Products default

Select the business that your catalog will belong to and give your catalog a name

Catalog owner
If your catalog belongs to a business, select it here.

Personal ▼

Catalog name
Give your catalog a unique name to help identify it later.

Catalog_Vehicles

By creating a catalog you agree to [Catalog Terms](#) and certify that you are abiding by [prohibited content guidelines](#). Please review the prohibited content guidelines and to ensure that items in your catalog don't violate these policies.

SINGLE UPLOAD

How do you want to upload your data feed?

Upload Once
Recommended if your inventory rarely changes. You can upload a data feed file to update your inventory.

Set a Schedule
Recommended if your inventory regularly changes. You can set a schedule to automatically update your inventory from a feed URL.

Upload a Data Feed File

You can upload a data feed file in a supported format: CSV, TSV or XML.

Drag and drop your file here or

You can upload a small portion of the data feed file to the [Feed Debugger](#) to confirm your vehicles will be added to your catalog.

SCHEDULED UPLOADS

How do you want to upload your data feed?

Upload Once
Recommended if your inventory rarely changes. You can upload a data feed file to update your inventory.

Set a Schedule
Recommended if your inventory regularly changes. You can set a schedule to automatically update your inventory from a feed URL.

Add a Data Feed URL

Enter your data feed URL with one of our supported URL types: http, https, ftp, or sftp (for example, "https://www.mywebsite.com/feed/feedJune112917.csv"). Note that this is different than the URL for your website, Facebook News Feed and Facebook Page Shop.

Add your data feed URL login details (optional)

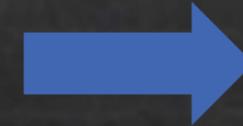
If your data feed URL is password protected, please enter your login details.

Associate your website pixel to your vehicle catalog

2 Recommendations
Recommended steps and opportunities

 **Add Vehicles:** Import your inventory to Facebook
Once you've added your vehicles, you will be able to promote them across Facebook and Instagram. [Add Vehicles](#)

 **Connect Catalog to Event Sources**
Once your items in catalog are connected and match the ones on your website you'll be able to retarget your customers with Catalog Sales ads. [Connect Event Source](#)



Connect Pixels & Apps to Catalog

Choose which pixels and apps you want to connect to your catalog. Ads created with your catalog will automatically show items based on customer behavior within your apps or on your websites.

Pixel(s):

- Gabrielle Garrison's Pixel ⓘ
Pixel ID: 325696937842966

[Cancel](#) [Save](#)

Validate your feed with the Feed Debug Tool

The screenshot shows the Facebook Ads interface with the Feed Debugger tool open. The top navigation bar includes the Facebook logo, 'Facebook Ads', a search bar, and a user profile for 'Gabrielle'. The main content area is titled 'Feed Debugger' and features a 'Catalog Type' dropdown menu set to 'Vehicles'. Below this is a table with 7 rows, where the first row is highlighted. A 'Validate' button is positioned at the bottom right of the main area. On the right side, a sidebar titled 'PRODUCT CATALOG DEBUG TOOLS' lists three options: 'Product Catalog Debug Tool', 'Product Feed Debug Tool', and 'Pixel Debug Tool'.

Facebook Ads

Search

Gabrielle

Feed Debugger

Catalog Type: Vehicles

1	
2	
3	
4	
5	
6	
7	

Validate

PRODUCT CATALOG DEBUG TOOLS

- Product Catalog Debug Tool
- Product Feed Debug Tool
- Pixel Debug Tool

Create an Ad Template

OBJECTIVE

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	<input checked="" type="checkbox"/> Catalog sales
	App installs	Store visits
	Video views ?	
	Lead generation	
	Messages	

Catalog sales

Create ads that automatically show items from your catalog based on your target audience

Campaign Name

Catalog

Create Split Test Use this ad campaign to test creative, placement, audience, and delivery optimization

NEW **Budget Optimization** Optimize budget across ad sets

[Continue](#)

Create Vehicle Set - Kevin's DAA Vehicles Test Catalog

Create a vehicle set using filters to better control which vehicles appear in your ads. [Learn more.](#)

Name

Match items for **All** of the following rules:

Body style is any of these

Add another **Select**

21.1K VEHICLES

0 VEHICLE VIEWS / 28 DAYS

2007 Acura TL \$8,495.00	2006 Acura TL \$10,535.00	2008 Acura TL \$10,402.00

[Cancel](#) [Create](#)

Create an Ad Template

AD SET

Audience

NEW AUDIENCE ▾

Event source group ⓘ **Lindenmart Sour...** ▾ +

Manage your event source groups in [Business Manager](#)

Limit audience to events within **White cars**.

Include ⓘ Include people who took the following actions:

Search ▾ **vehicle** ▾

in the past ▾ 0 - 30 days

Or

View Content ▾ **vehicle** ▾ ×

in the past ▾ 0 - 30 days

Or

Add To Wishlist ▾ **vehicle** ▾ ×

in the past ▾ 0 - 30 days

[Add Inclusion](#)

Exclude ⓘ Exclude people who took the following actions:

Lead ▾ **vehicle** ▾ ×

in the past 0 - 30 days

[Add Exclusion](#)

[Saved](#)

AD

See More URL ⓘ [Preview URL](#)

www.facebook.com ×

See More Display Link (optional) ⓘ

Enter the link as you want people to see it in your ad

Headline ⓘ

vehicle.title Aa x +

News Feed Link Description ⓘ

vehicle.price Aa x

Call To Action ⓘ

Shop Now ▾

Deep link to website ⓘ

City
Dealer Name
Description
Make
Mileage
Model
Price
Region
Title
URL
Year

DAA Best Practices

1

**AVOID CREATIVE
CHANGES DURING
HIGH TRAFFIC SALES
EVENTS**

2

**OPTIMIZE FOR
CONVERSION EVENTS
VERSUS CLICKS**

3

**SET UP YOUR
CATALOG, PIXEL, AND
AD TEMPLATE AT
MINIMUM ONE WEEK
PRIOR TO CAMPAIGN
LAUNCH.**

4

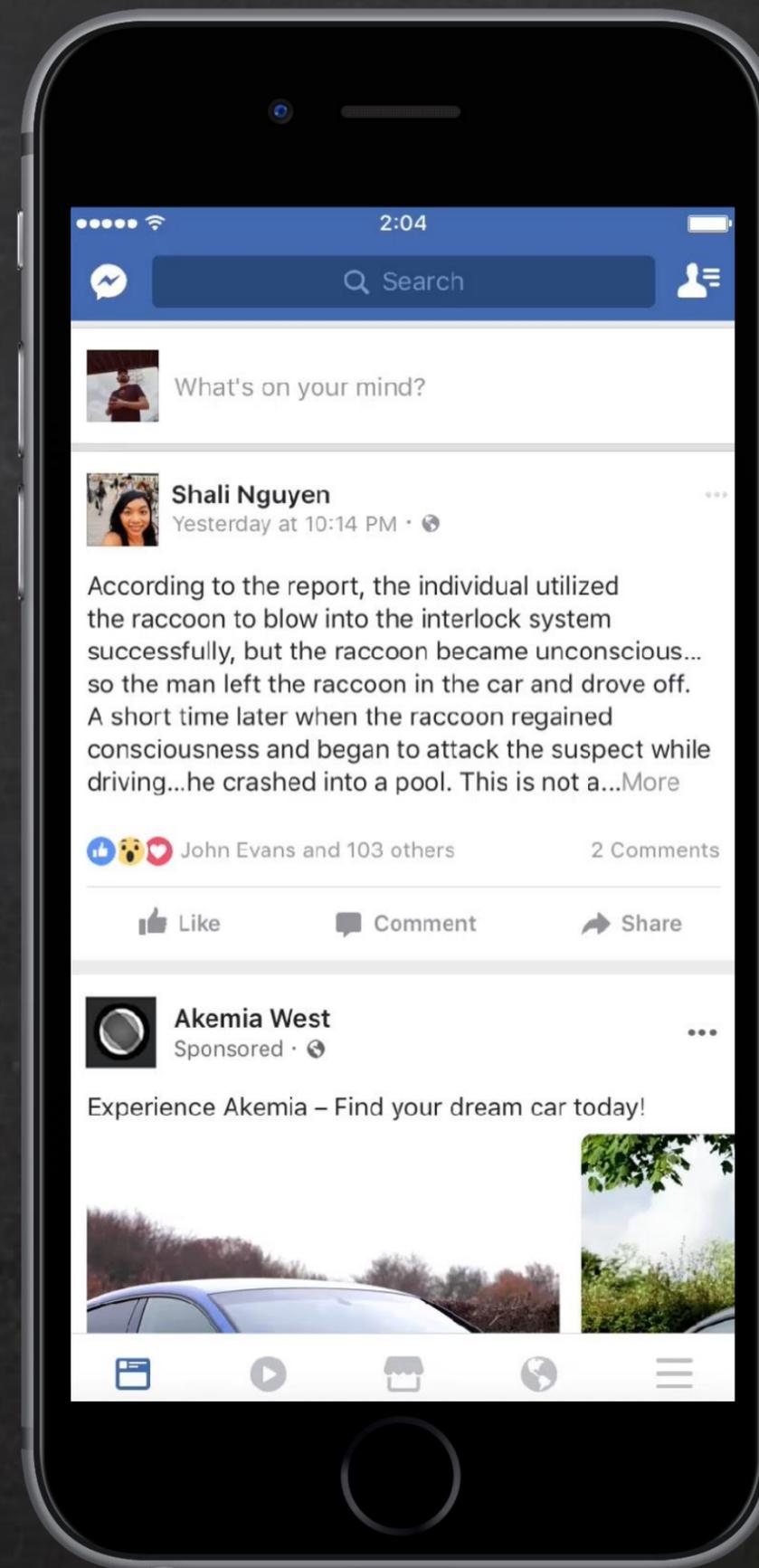
**EXPAND YOUR REACH
ACROSS ALL DEVICES
AND ALL OF THE
FACEBOOK FAMILY OF
APPS AVAILABLE**

Lead Ads + Dynamic Creative

(RELEASED GLOBALLY MARCH 2018)

Create a more personalized experience

- Dynamically select products to display in your creative that the customer will be more likely to engage with.
- Supplement the quality of your leads by showing customers real-time product information such as product model, price, etc.



Hub City Ford Case Study

Steering car sales higher with Facebook dynamic ads for lead generation



“I believe we need to be in front of the customer at all times and it seems like people are on Facebook at all times. I would say relative to buying traditional media, Facebook is inexpensive and proving to be one of the reasons we had such a big month last December.”

Todd Citron
GENERAL MANAGER, HUB CITY FORD

154

Leads generated

34

Cars sold

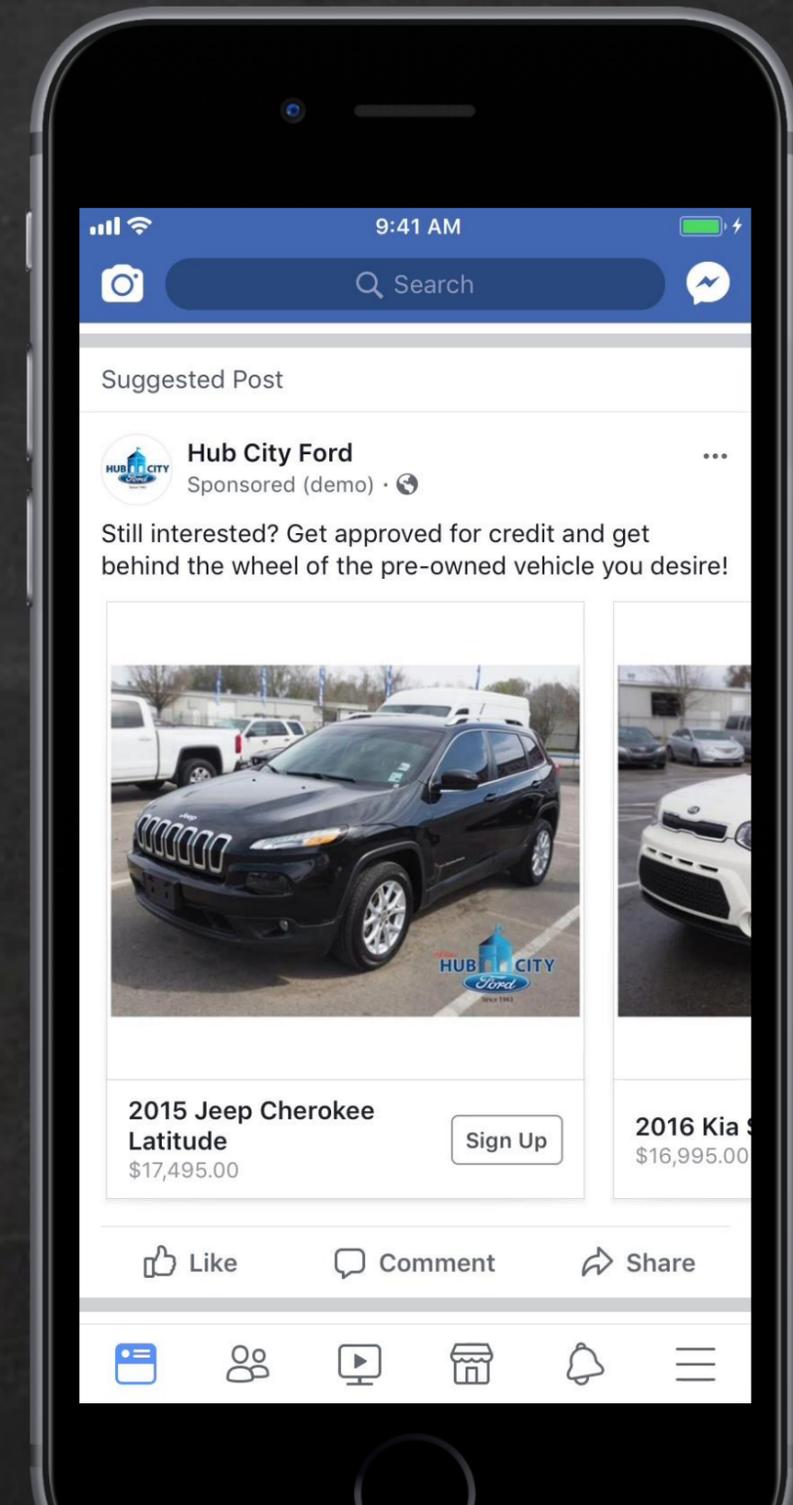
22%

Of leads from Facebook ended in a sale

#1

Sales month ever, December 2017, achieved during the campaign

Hub City Ford worked with its agency, Dealers United, to design and execute a 2-part, 60-day Facebook campaign to maximize its opportunities with car shoppers. Hub City Ford wanted to drive car shoppers to the vehicle details pages that were likely to interest them, and then retarget these shoppers with dynamic ads to convert them into leads, and eventually, customers.



Camping World Case Study

Facebook dynamic ads for lead generation lower customer acquisition costs



“We believe that dynamic lead ads for auto have finally given us an effective bottom-of-the-funnel acquisition strategy on Facebook. Now, we can create a better overall shopping experience while using our budget more efficiently.”

Brian McCabe

DIGITAL MARKETING, CAMPING WORLD

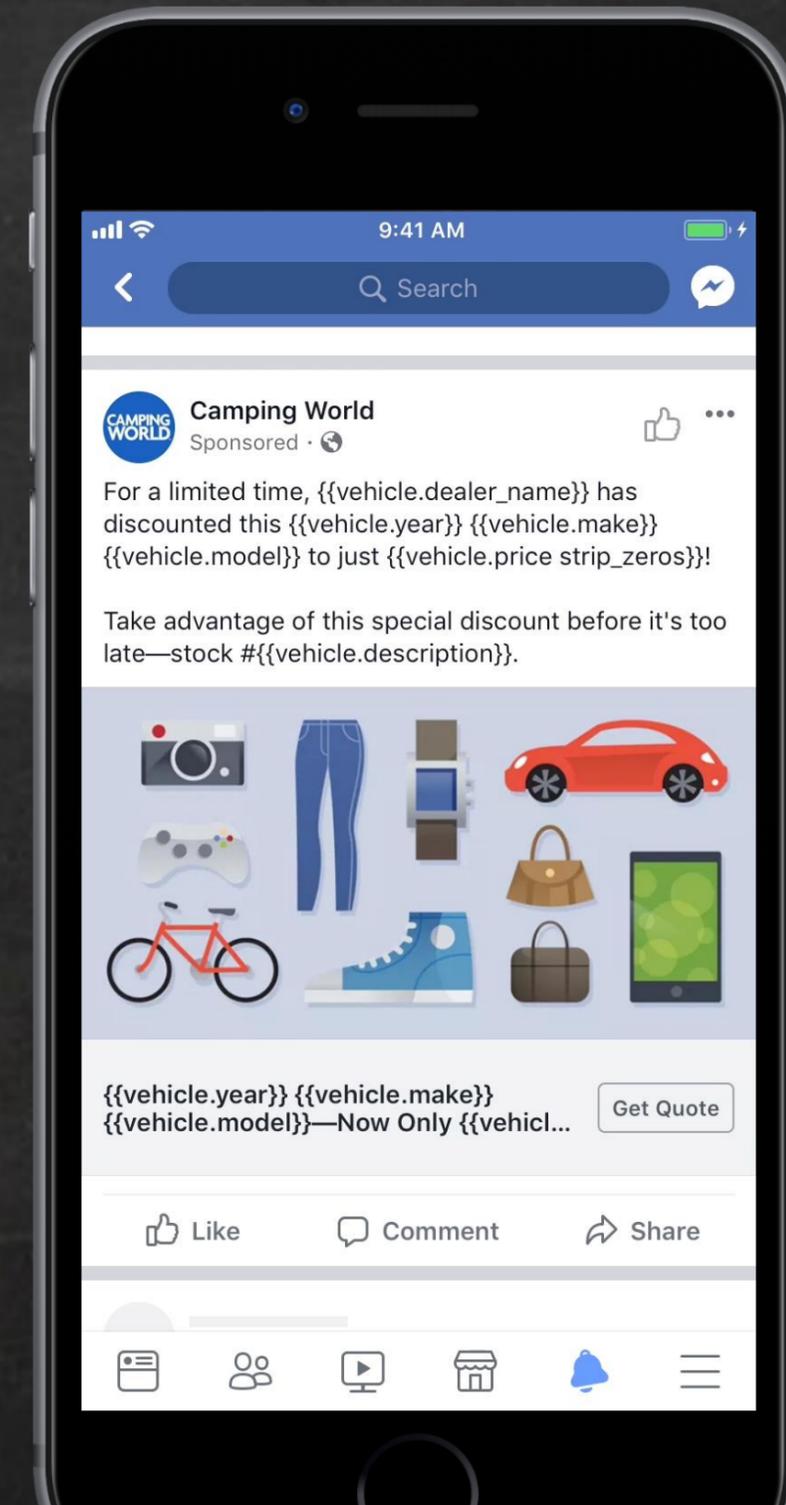
3x

Return on ad spend

40%

Average decrease in cost per lead with dynamic ads for lead generation using dynamic ads for auto

To reach the right audience and create a strong shopping experience that would turn more website visitors into leads, Camping World used dynamic ads for lead generation. Dynamic ads for lead generation combine the power of dynamic ads with lead ads. For this campaign, the team used dynamic ads for auto.



POLL QUESTION



SUGGESTED RESOURCES

* DAA Resources:

<https://facebook.widencollective.com/c/sbixryld>

* NEW Pixel Setup Guide:

<https://www.facebook.com/business/help/207429093215167>

* PLACEHOLDER for DAA Transition Guide

ACTION ITEMS

- * Setup or adjust your Pixel for DAA now, not right before you want to run DAA Ads.
- * Gather your vehicle feed and create a vehicle catalog in the Catalog Manager
- * Set up your DAA ad template in Ads Manager 7 days before you want your campaign to start, then pause until your start date.

Q&A: ASK OUR EXPERT



PRIZE ALERT



Be the first to answer the giveaway question correctly
to win this awesome prize!

Today's Expert



Gabrielle Garrison

Partner Manager Team
Facebook

facebook.com/public/Gabrielle-Garrison
linkedin.com/in/gabriellegarrison

AFTER THE SHOW



After the webinar, please fill out our short survey and let us know what YOU thought of today's presentation!

CHECK OUT OUR NEXT WEBINAR

Thursday, Jun. 28 12pm EST / 9am PST

Texting Strategies: from Clicks to Conversations to Car Sales



Peter Quinones

E-Commerce Director, Warren Henry Auto Group

