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Expert from Facebook Discusses Dynamic Ads for Automotive

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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%

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Say Hello To...

Gabrielle Garrison

Client Solutions Manager
Facebook

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

@DealerOn
@ElianaRaggio

facebook

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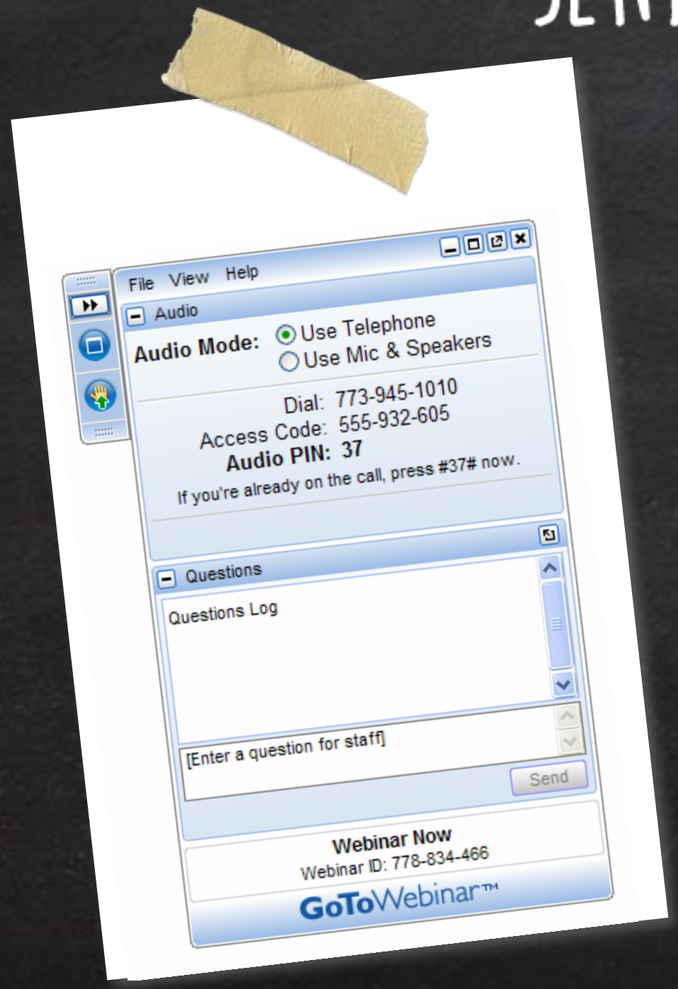
SEND IN YOUR QUESTIONS



- 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

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PRIZE ALERT

Swag bag!

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

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and let us know what YOU thought of today's presentation!

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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

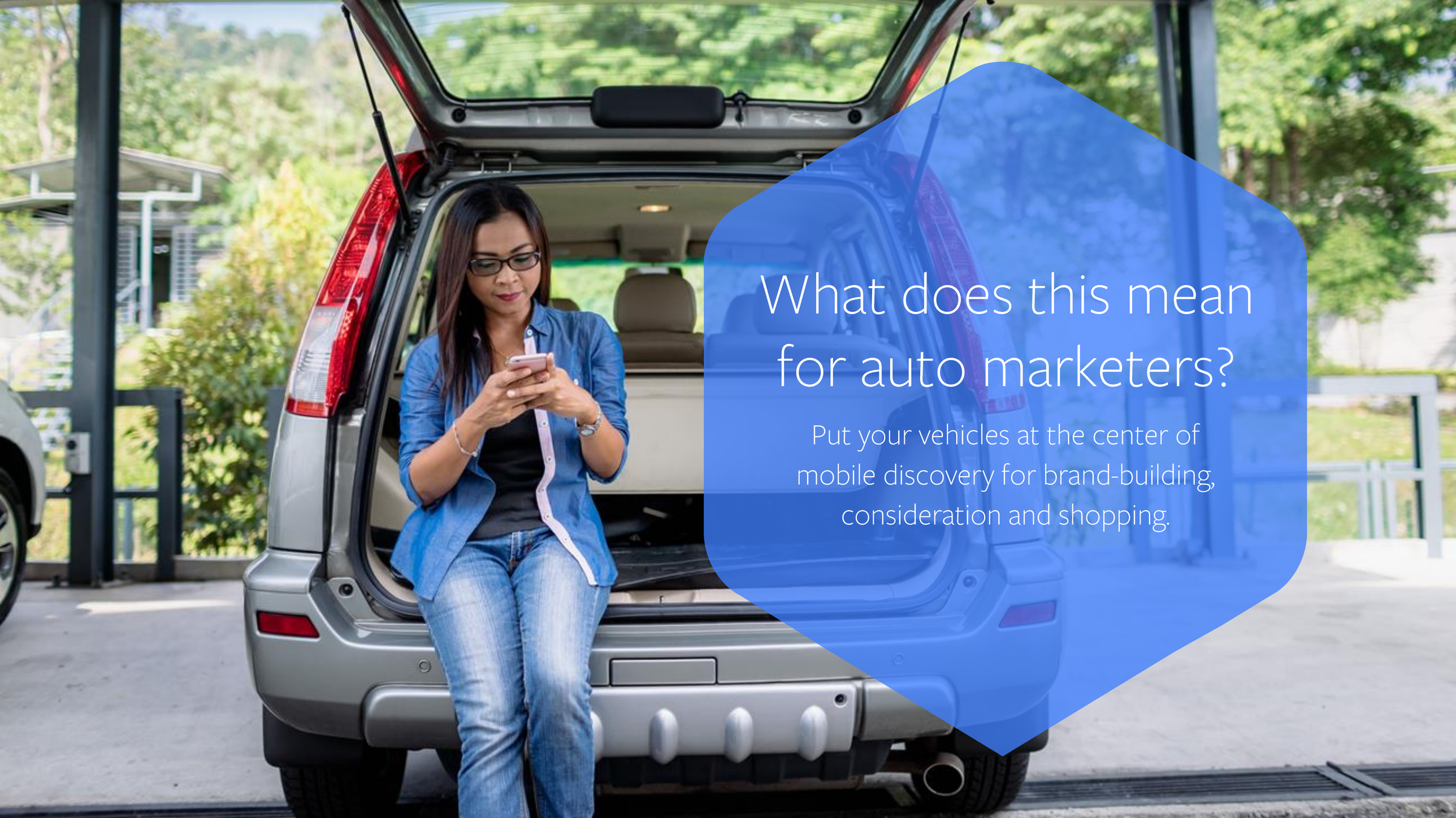
1. WHAT IS DAA

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.

Source: 2016 Car Buyer Journey by Autotrader & Kelley Blue Book



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

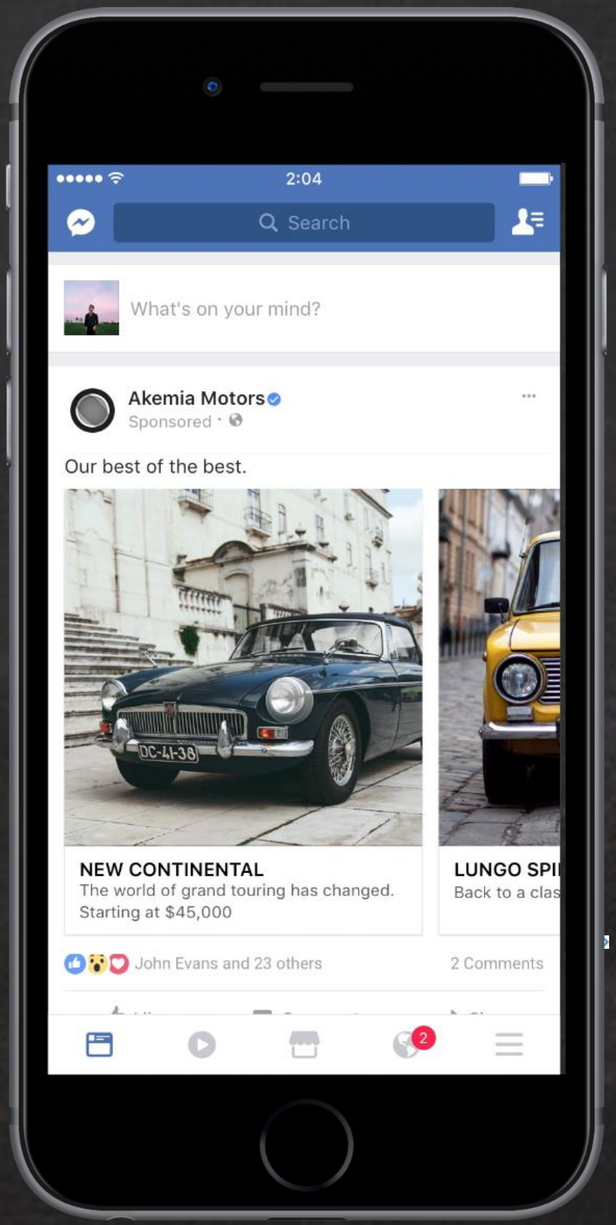
- Create intent by driving discovery
- Reach out in a timely, relevant manner
- Enable scale in real-time

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

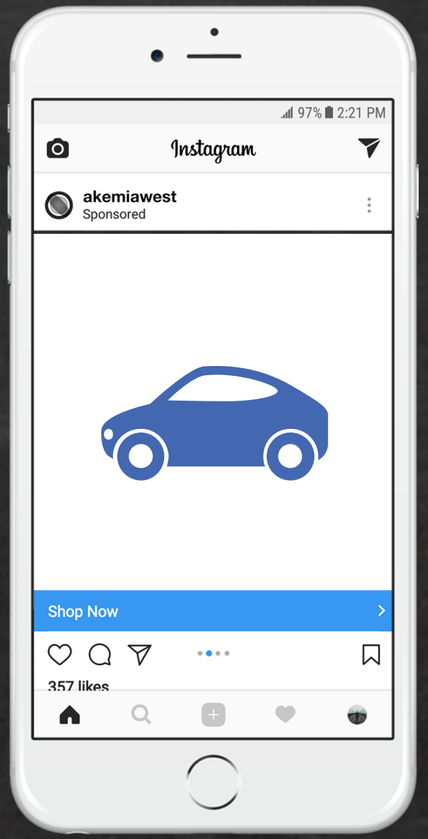
Formats: Image, carousel



Automatically promote your entire catalog

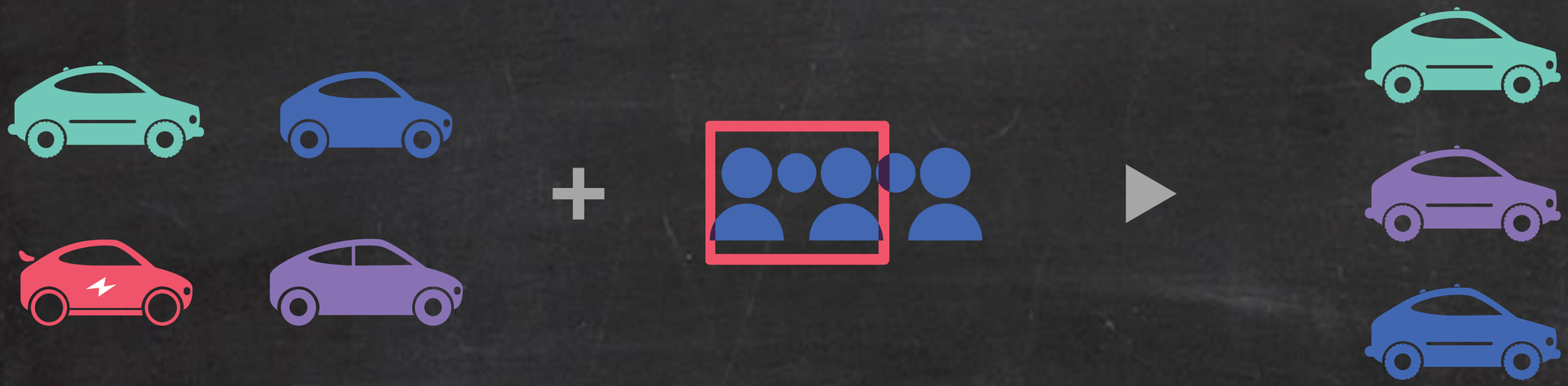
Connect with people where they spend their time

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

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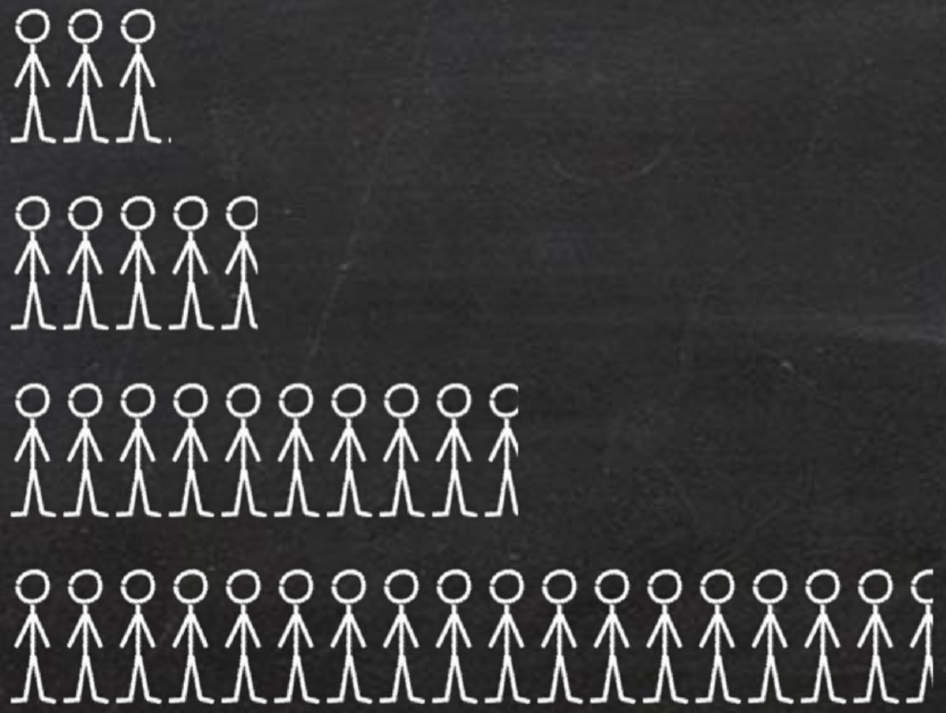

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2. BENEFITS OF DAA & HOW IT DIFFERS FROM DA

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 trough 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

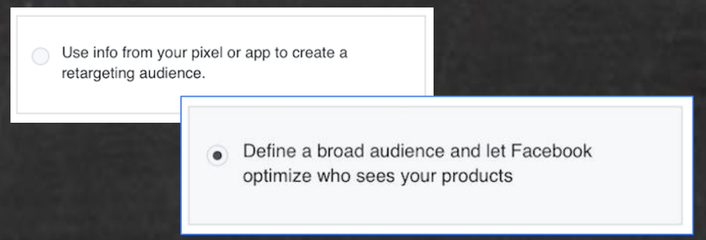
Getting started with dynamic ads for automotive

01

Upload your vehicle inventory to Business Manager

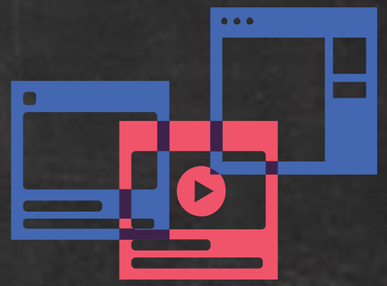
02

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



03

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



04

Set up your ad template

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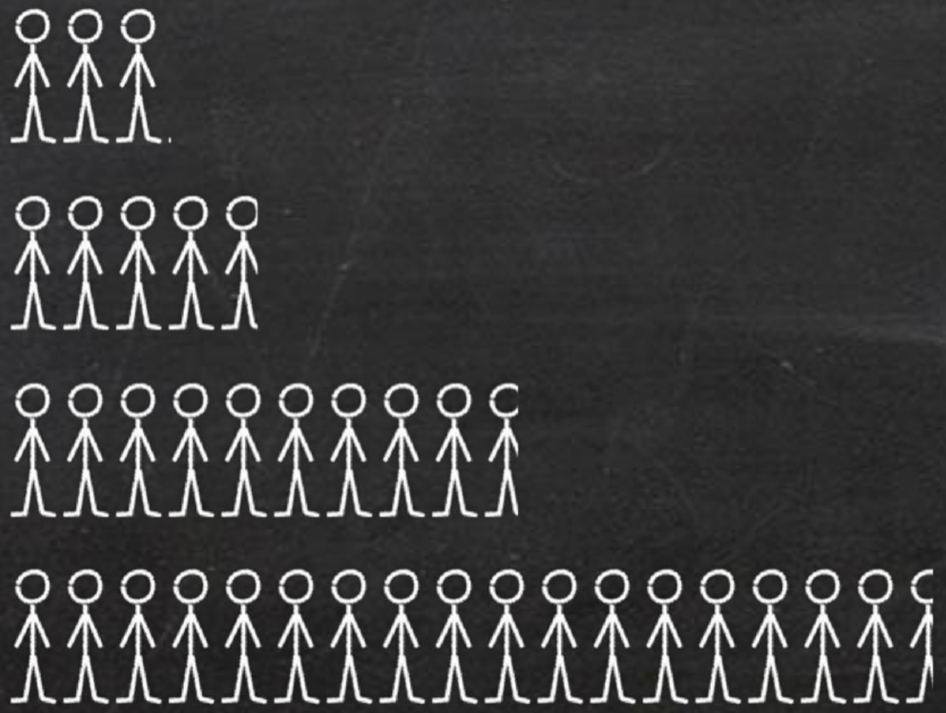
POLL QUESTION



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.

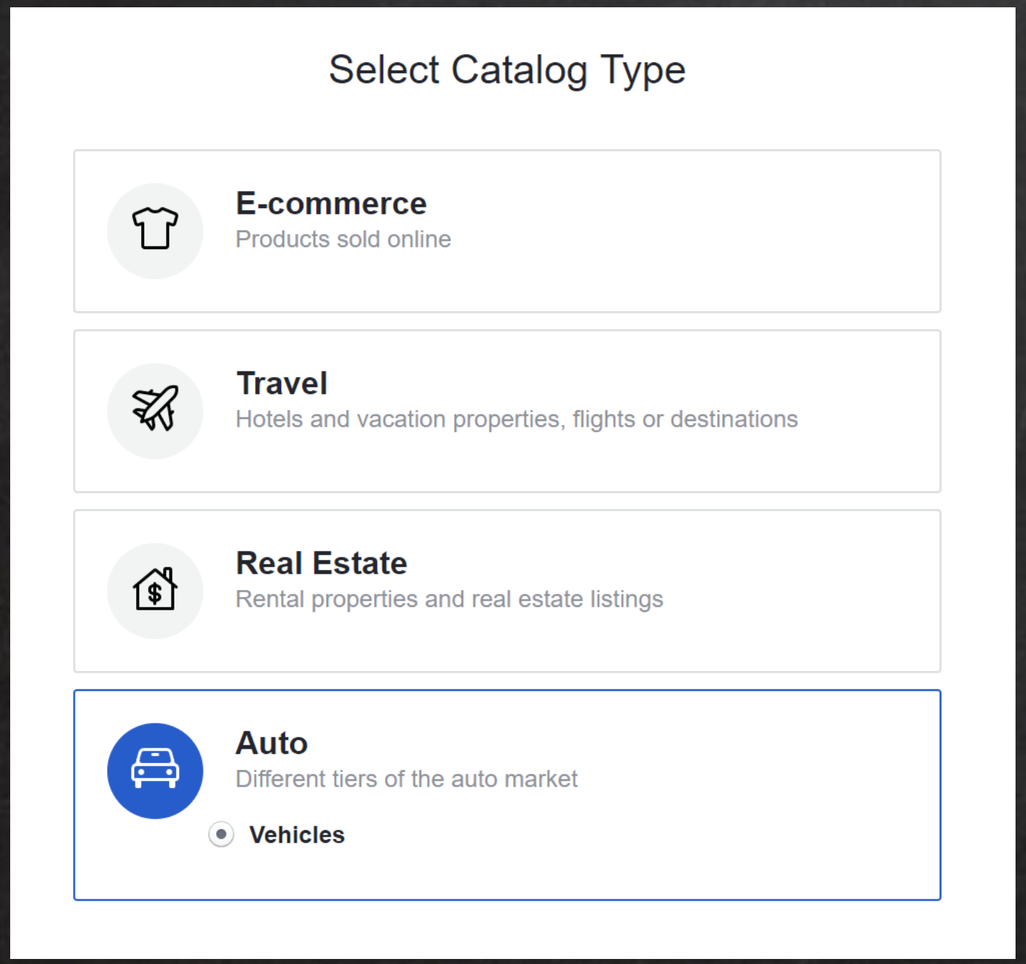
AddToWishlist, to track vehicles that have been favorited/starred or have an intention to purchase.

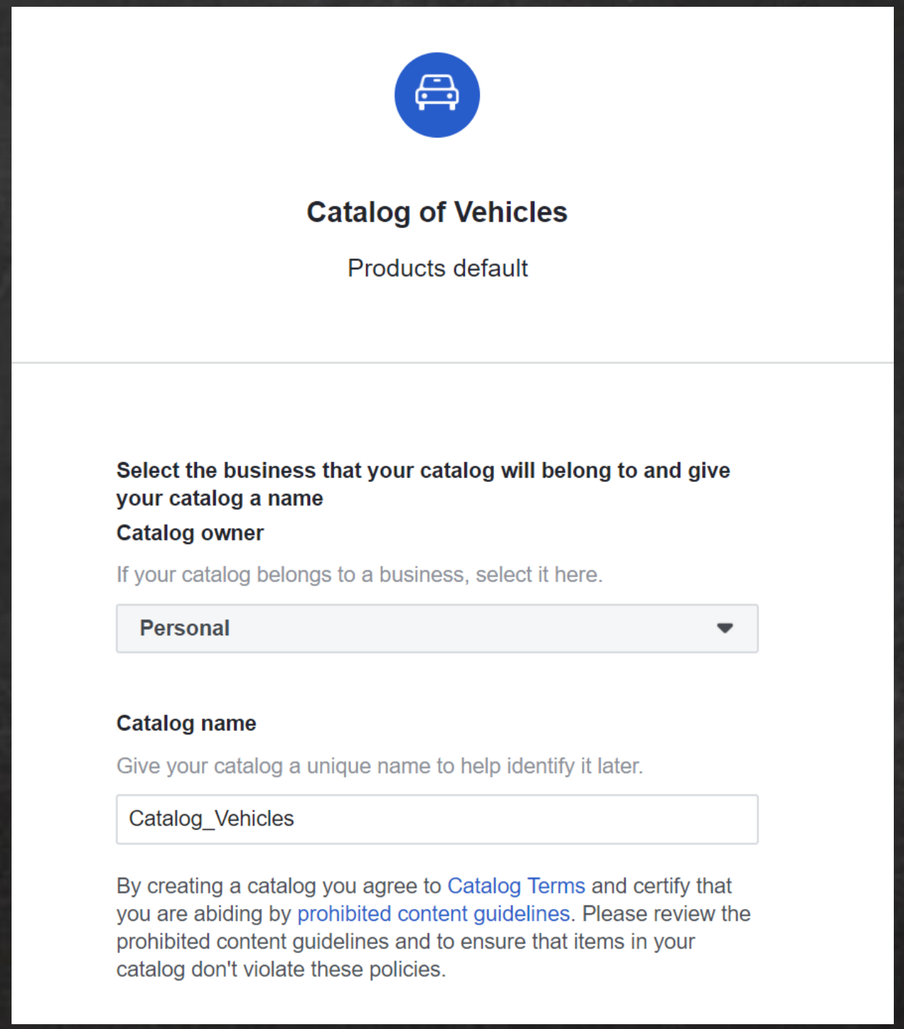
Lead, to track submission of a lead.

OPTIONAL PARAMETERS

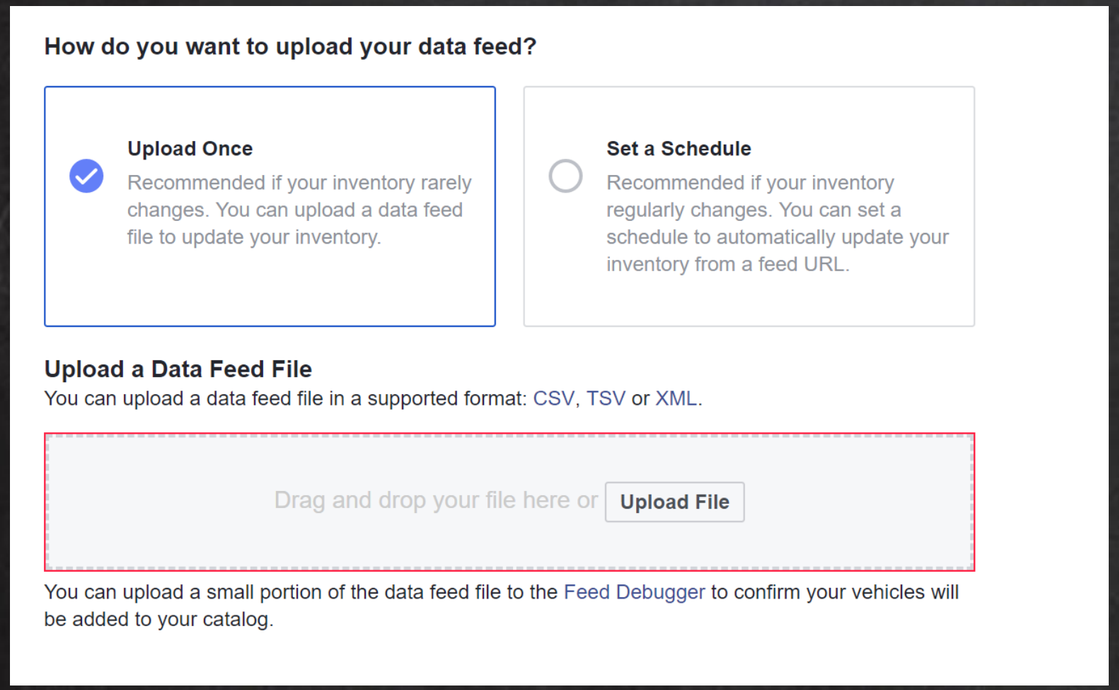
content_type (required?)
content_ids (required?)
postal_code
make
model
Year
Vin
state_of_vehicle
exterior color
transmission
body_style
fuel_tyoe
Drivetrain
Price
preferred_price_range
currency

Vehicle Catalog vs. Product Catalog

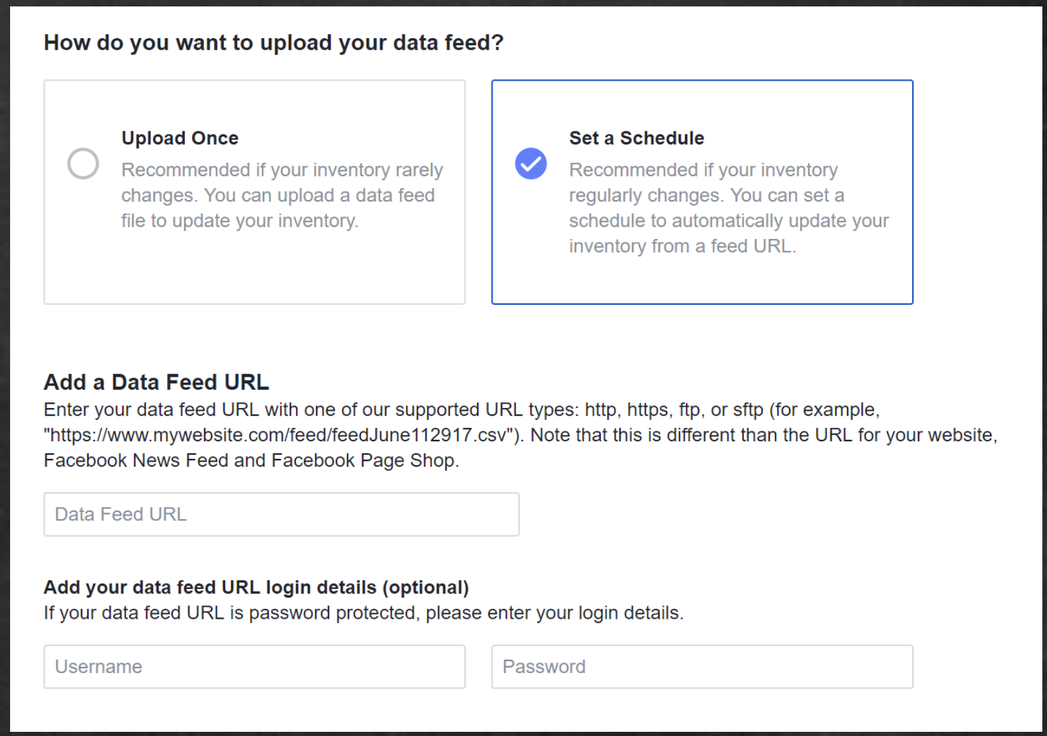




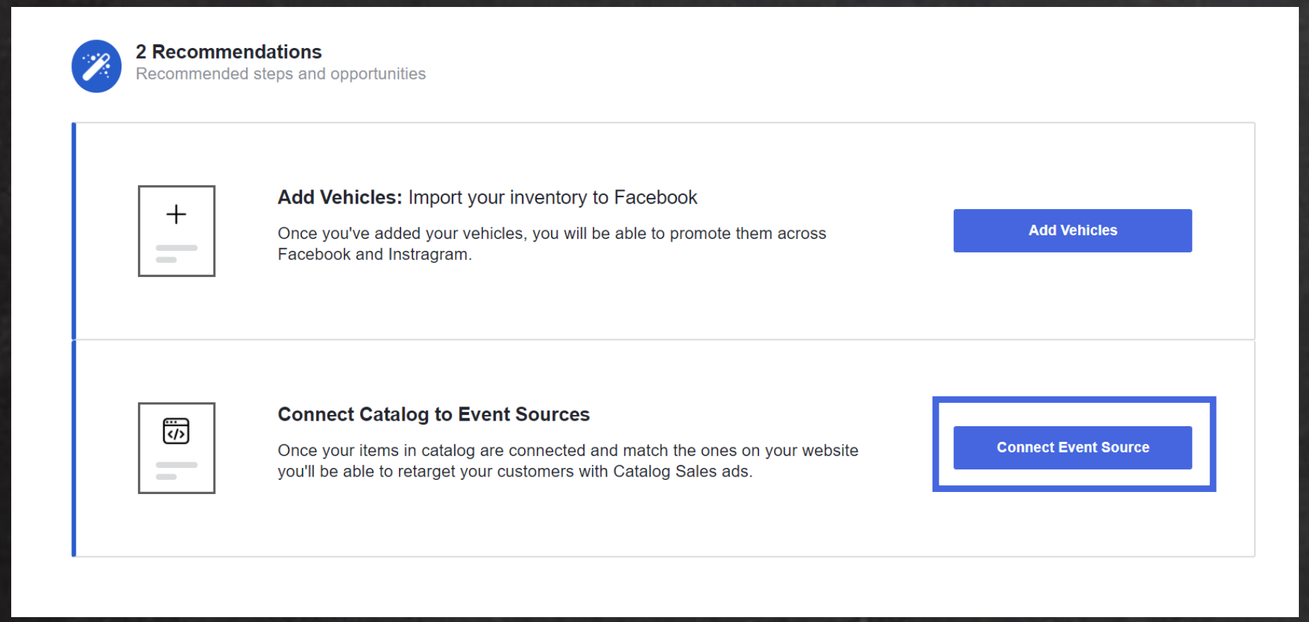
SINGLE UPLOAD

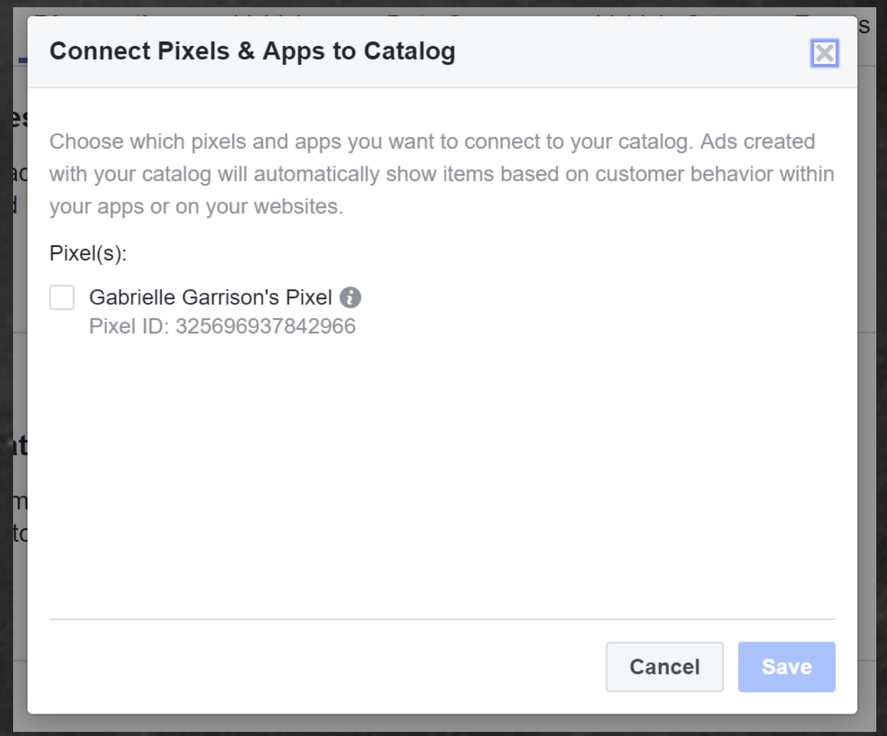


SCHEDULED UPLOADS

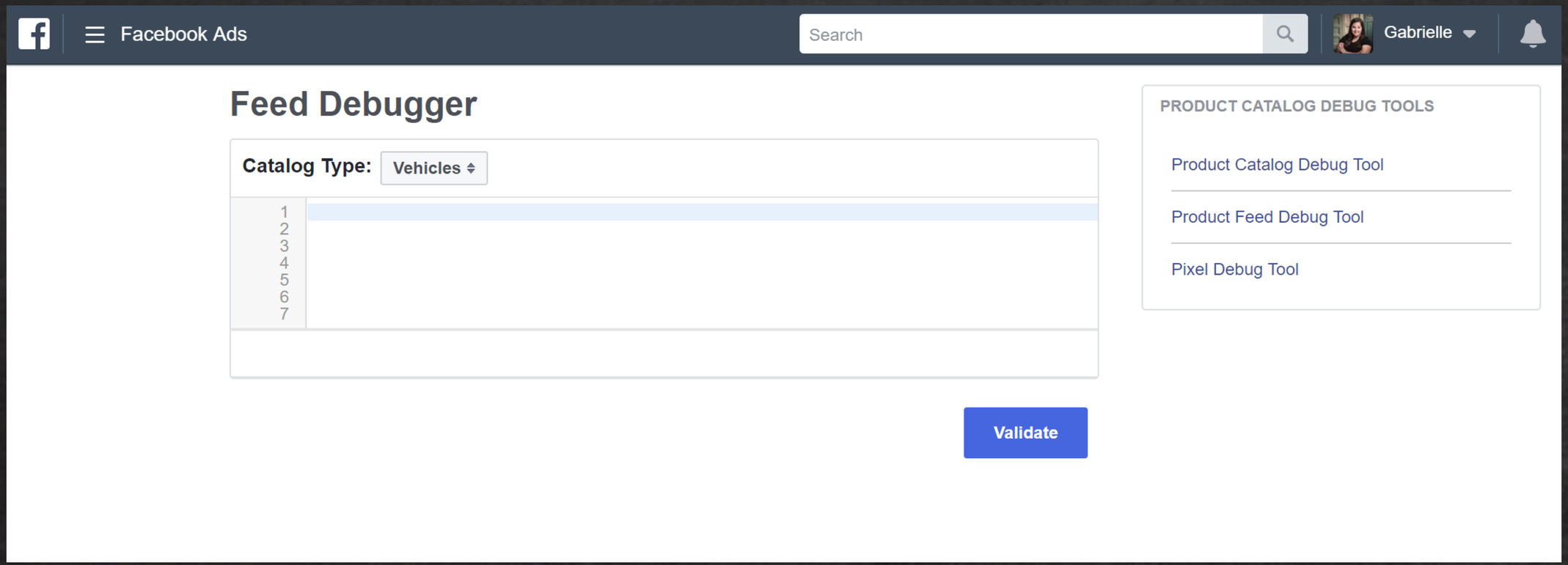


Associate your website pixel to your vehicle catalog



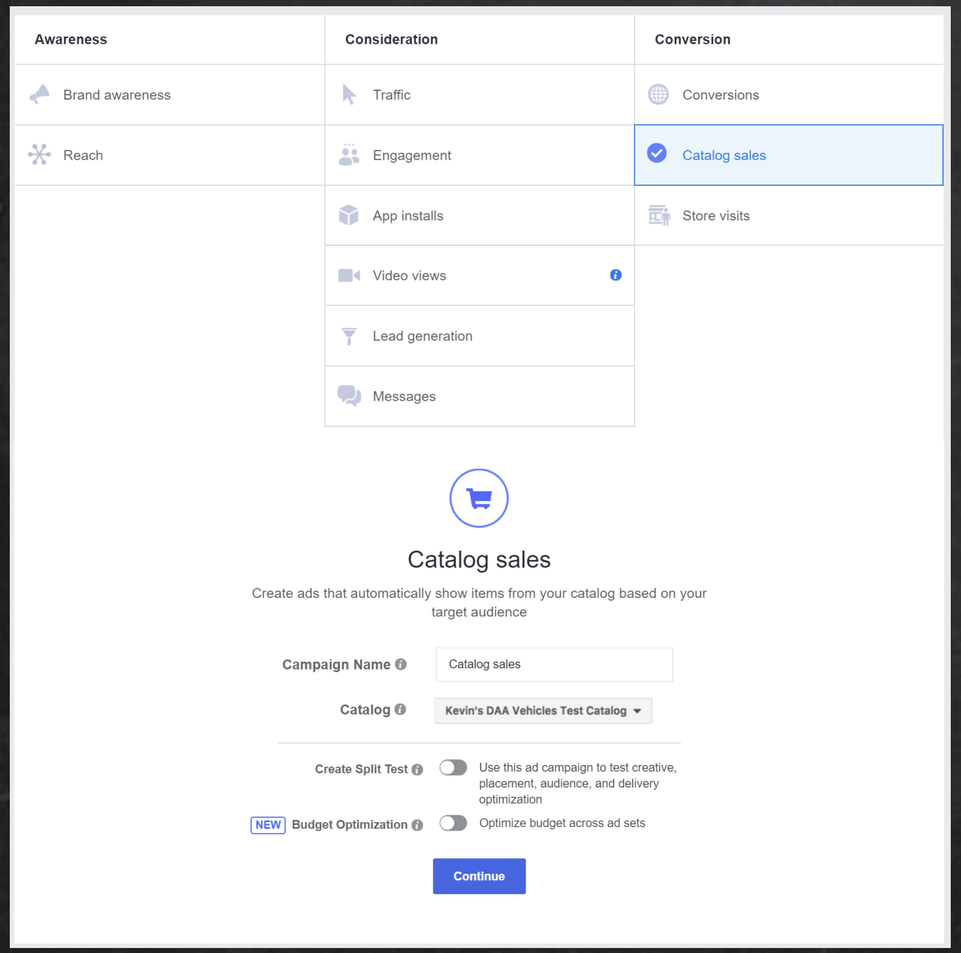


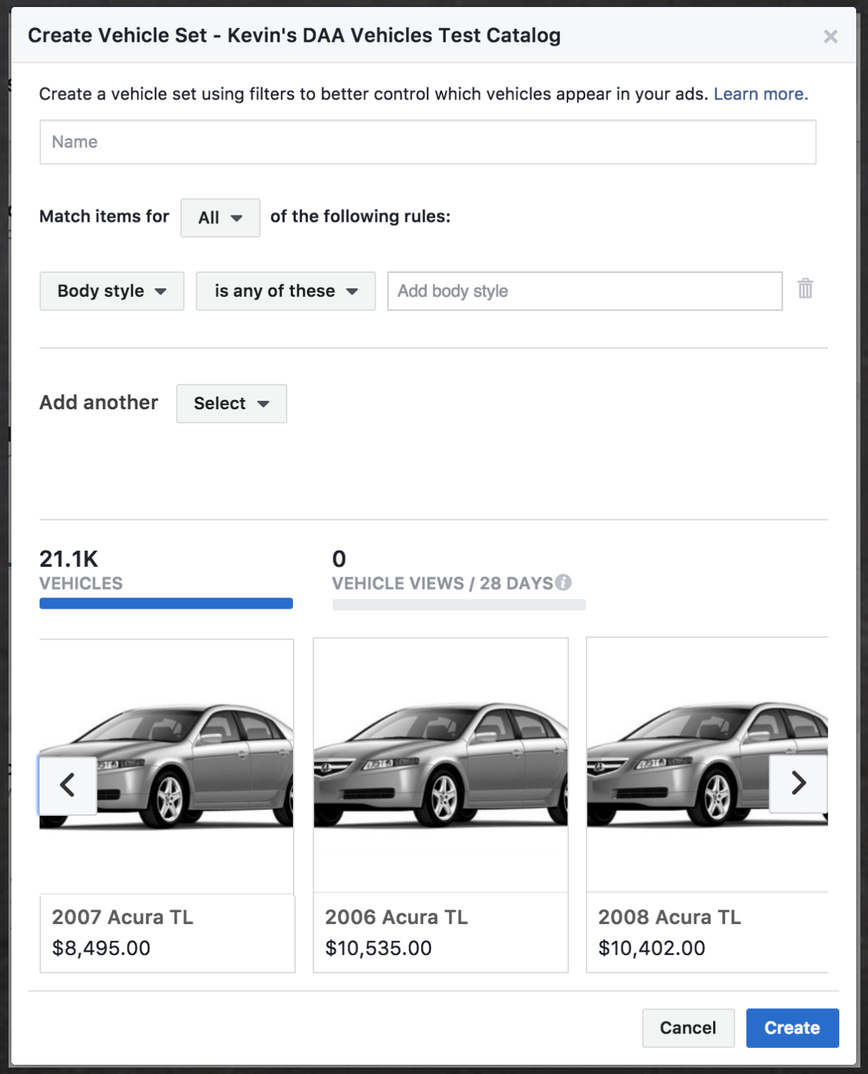
Validate your feed with the Feed Debug Tool



Create an Ad Template

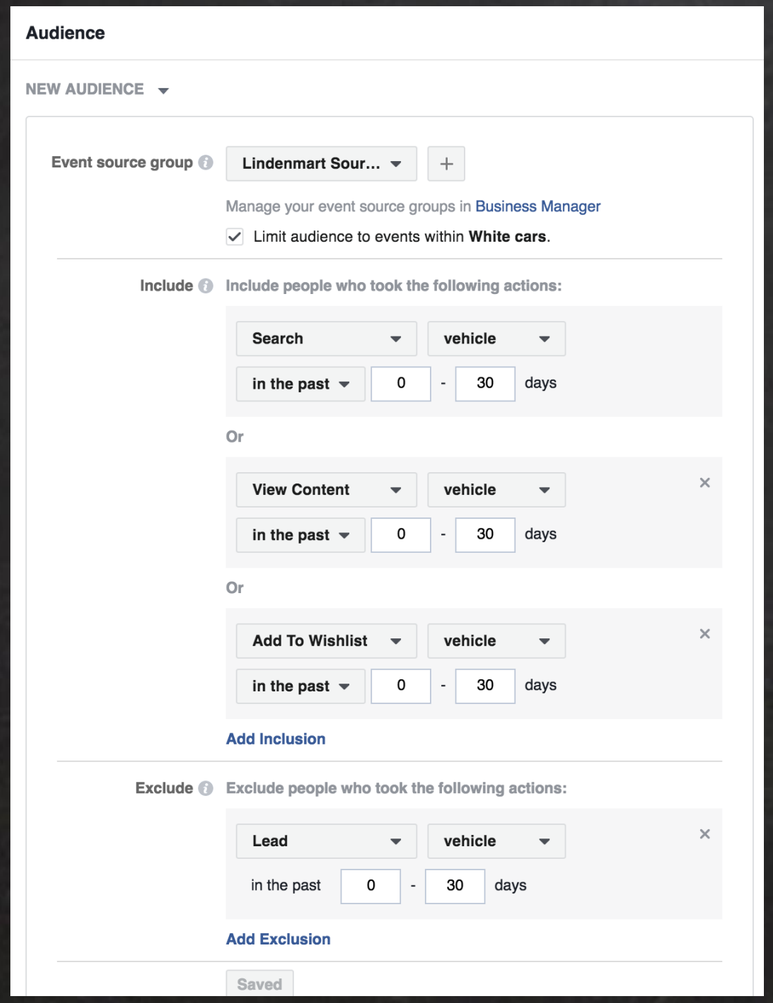
OBJECTIVE



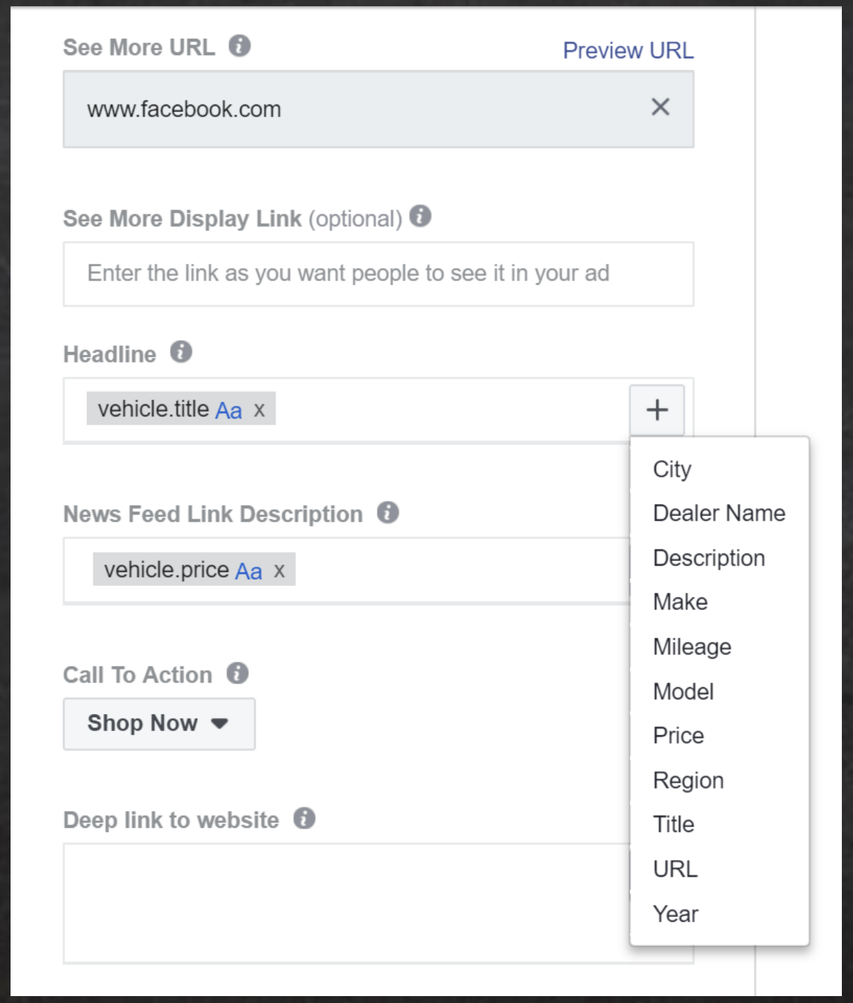


Create an Ad Template

AD SET



AD



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

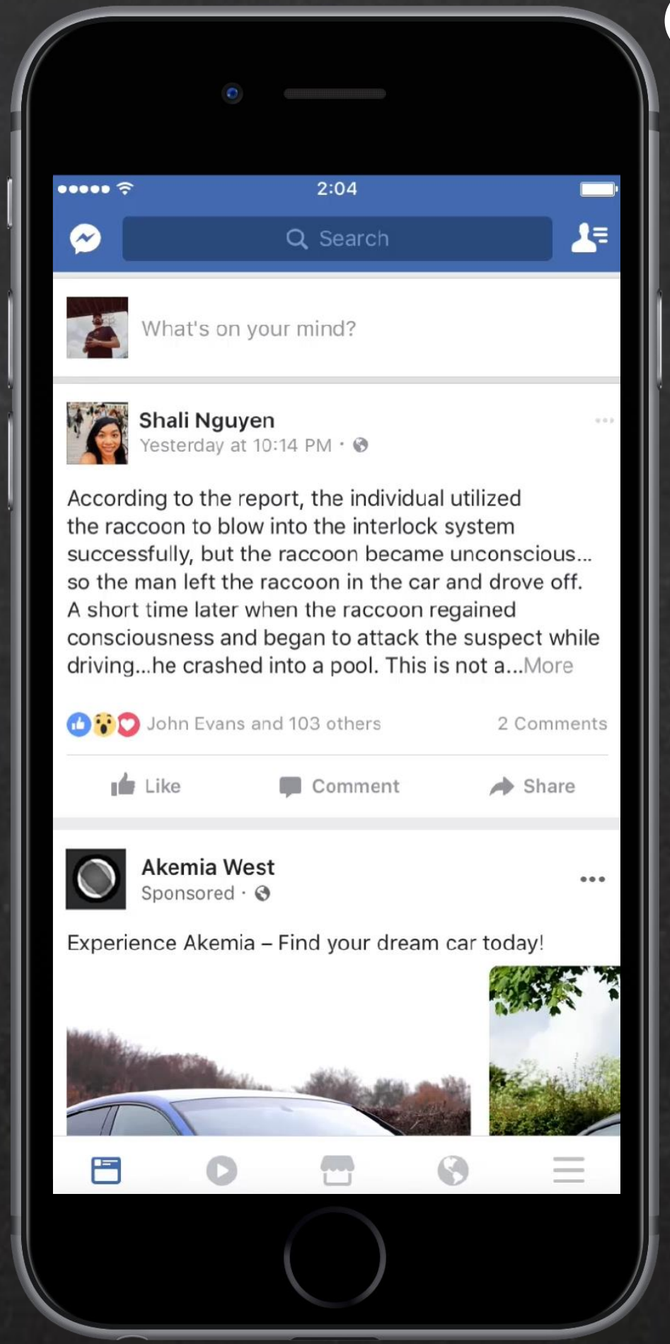
NEW FORMAT

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."

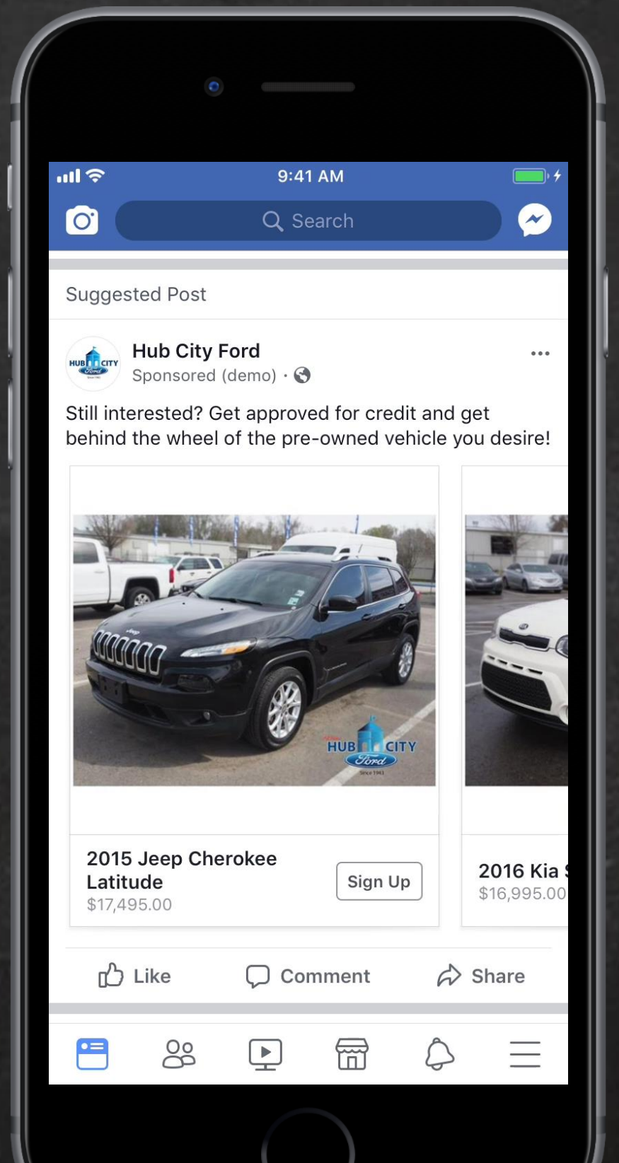
Todd Citron
GENERAL MANAGER, HUB CITY FORD

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.

Source: https://www.facebook.com/business/success/hub-city-ford

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

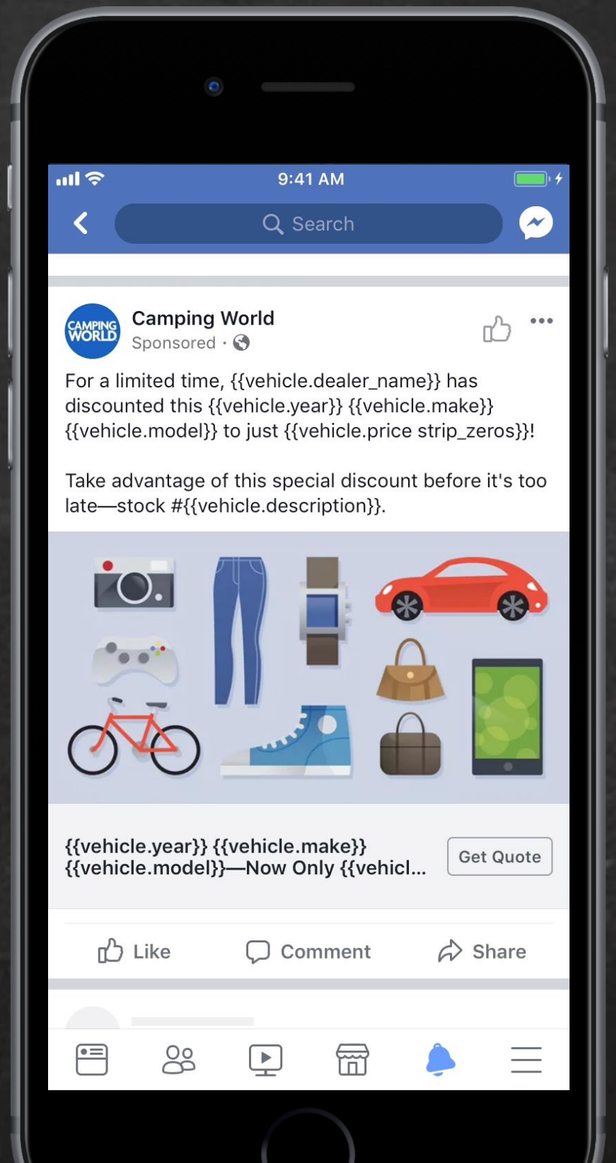
3x

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.



Source: https://www.facebook.com/business/success/camping-world

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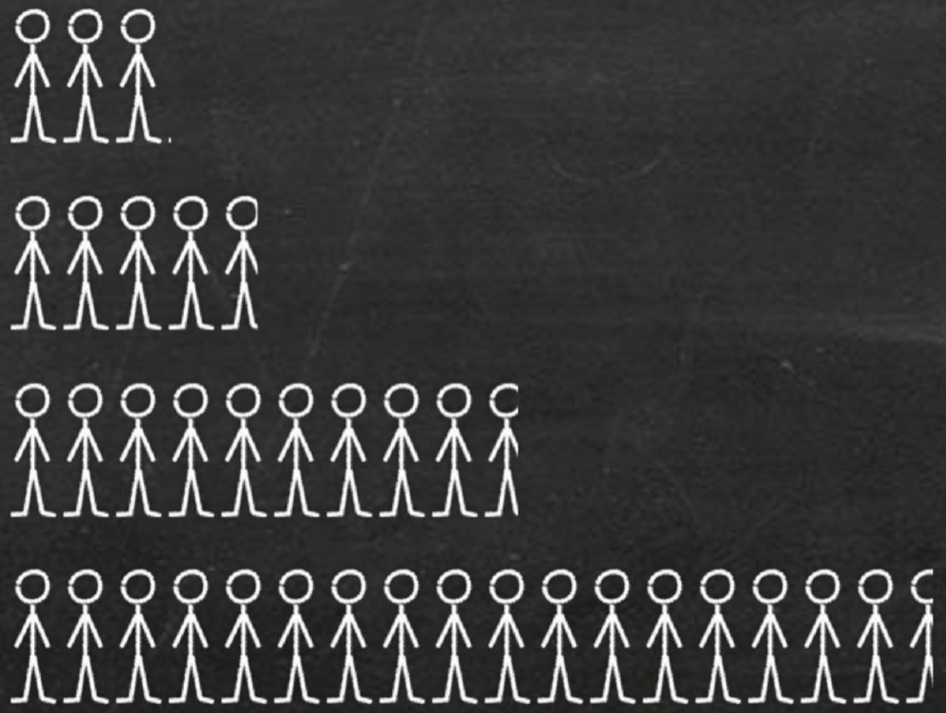

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SUGGESTED RESOURCES

* DAA Resources:
https://facebook.widencollective.com/c/sbixryld

* NEW Pixel Setup Guide:
https://www.facebook.com/business/help/2074290932151 67

* PLACEHOLDER for DAA Transition Guide

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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.

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Q&A: ASK OUR EXPERT

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Today's Expert

Gabrielle Garrison

Partner Manager Team
Facebook

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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

Warren Henry AUTO GROUP