Automotive Sales Guide

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Why Facebook for Automotive Marketing?

Right People, Right Message, Right Time

SCALE AND REACH

2B people on Facebook and 700M on Instagram

REAL PEOPLE

With Facebook log-in data, you are reaching real people, not proxies, thereby ensuring your message is reaching the right audience

FULL FUNNEL SOLUTIONS

Solutions that drive your business objectives throughout the customer journey, including Awareness, Consideration, In-Market Shopping and Ownership

Auto shopping in a mobile world

The consumers that are important for your brand are discovering and shopping on mobile.

44%

of mobile auto shoppers plan to purchase in less than 3 months

Unparalleled reach and engagement
With Facebook you can reach consumers in meaningful numbers to drive scalable results across devices

Real people instead of proxies
With Facebook and a persistent sign-on, you're reaching the right person instead of a browser that serves as a proxy for a person
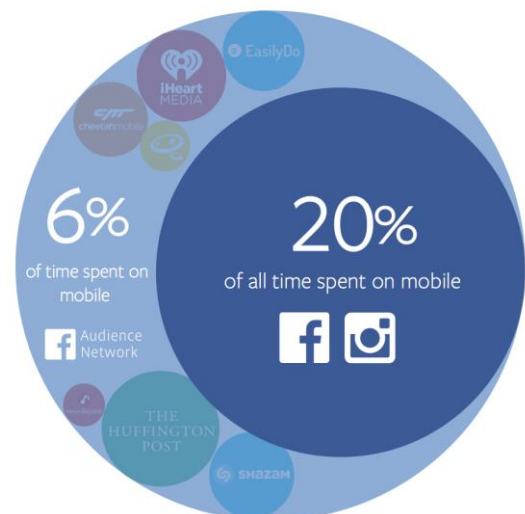
Largest set of consumer data
Online and Offline data come together on Facebook to let you segment and target your key customers or prospects

Facebook sits at the center of the shift to mobile

1 in 5 mobile minutes is spent on Facebook and Instagram.

6% of time spent on mobile

Audience Network

20% of all time spent on mobile

Build Brand Awareness

Video Ads

Build your brand with sight, sound and motion

Video views audiences allow you to retarget and build lasting relationships

Larger, more attractive and more engaging than a Page Post ad that redirects offsite

Reach Ads

Maximize how many people see your ads and how often

Maximize the number of impressions they serve through impressions optimization

Set the minimum number of days before the same person sees your ad again through frequency controls

Excite an In-Market Audience

Website Conversion Ads

Leverage the Facebook Pixel to optimize towards actions being taken on your website

Create audiences to retarget with specific messaging

Use strong call-to-action buttons to influence your potential customer to take action

Bring Potential Buyers and Owners into the Dealership

Lead Ads

A simpler way for people to fill out forms on their mobile devices

Pre-populated with contact information

Submit or subscribe without typing anything

Never have to leave Facebook, it's seamless, native, privacy-safe

Offer Ads

Easy for businesses to advertise offers on mobile– where people are

Easy for people to claim and redeem offers in-store

Notifications remind people to redeem their claimed offers

Facebook Creative Types

Carousel Ads

Video creative / photo creative

Tell a full story by showcasing several images within a single ad unit, on desktop or mobile

Each image can have a unique description and URL

Canvas Ads

You can easily build your Canvas using a combination of videos, still images, and call-to-action buttons

Canvas load quickly, as much as 10 times faster than the standard mobile web

Canvas Ads are flexible for any objective, with solutions to achieve both Brand and DR goals
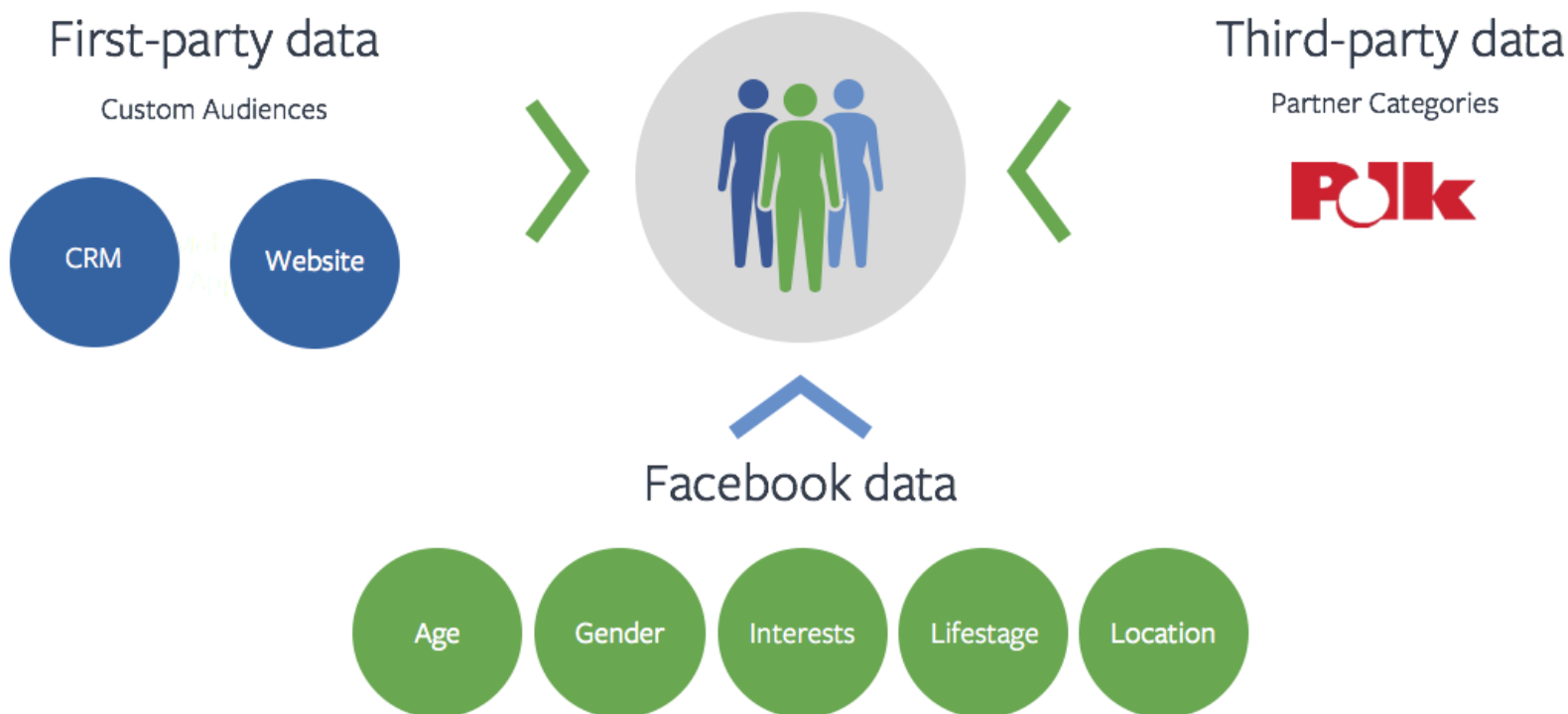
Slideshow Ads

Create an immersive experience without the time or production costs

Use new or existing static images to create a video creative

Display your dealer's lot in a new, creative way

First-party data

Custom Audiences

CRM **Website**

Facebook data

Age **Gender** **Interests** **Lifestage** **Location**

Third-party data

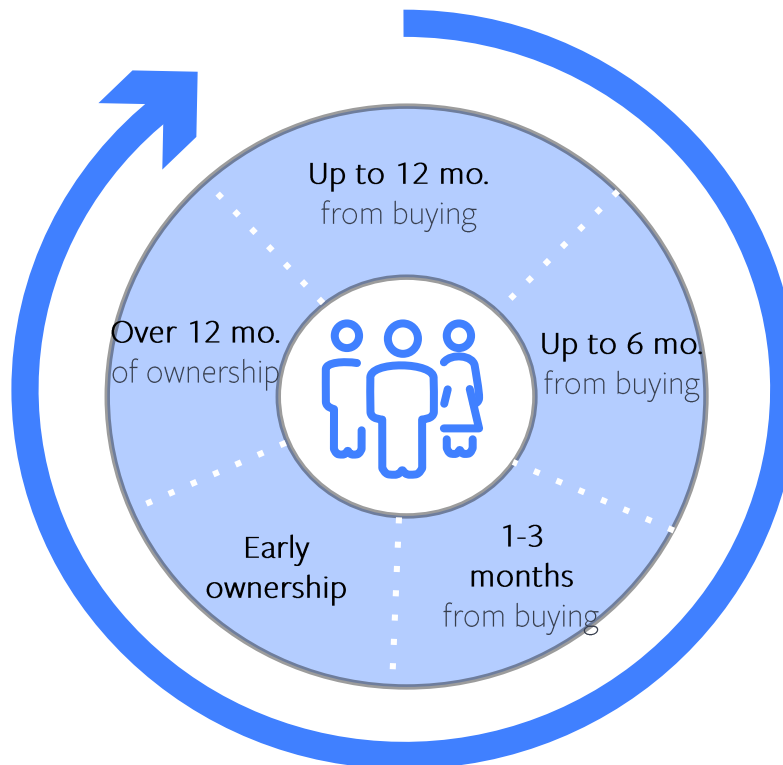### Partner Categories

Polk

✓ Targeting checklist—Reach the right people at the right time

Objective/target	Targeting options
Build awareness and consideration	• Core audience • Your site visitors, leads or CRM database (custom audience) • Lookalikes • Segment owners • Make/model owners • In-market shoppers (3rd party data) • Near-market shoppers
Capture in-market shoppers	• In-market shoppers (3rd party data) • Your customer database • Your site visitors, leads or CRM database (custom audience) • Lookalikes
Bring your customers back into the dealership for Parts and Service	• Your customer database (CRM) • Make/model owners • Your site visitors

Consumer Lifecycle Strategy

Impact 100% of your customer's journey on Facebook

From consideration to ownership, target the right person with the right message.

Up to 12 mo.
from buying

Over 12 mo.
of ownership

Up to 6 mo.
from buying

Early
ownership

1-3
months
from buying

Campaign Objective + Ad Type + Targeting Tactic for each stage

12 Months –
Reach Objective using Video Ads
Broad Targeting focused on Reach – DMA or Geo/Demo

Up to 6 Months –
Conversion Objective with Carousel Ad Creative that
Showcases Inventory or Features of Vehicles
In Market Polk Data / Website Retargeting and Lookalikes

1-3 Months from Buying –
Lead Generation Objective using Lead Ads for Test Drives and Website Clicks to VDPs
MAX In Market Polk Data / Website Retargeting

Early Ownership/Over 12 Months of Ownership –
Traffic or Conversions Objective using Offer Ads for Service, Parts, and Lease Renewals
Custom Audience Retargeting from Sales Data (DMS or CRM)

Measuring Business Results

Our goal is to help you grow your business

We want to ensure that your dealer's campaigns are driving results tied to <u>key business objectives</u>. When launching a campaign, think about the <u>important KPIs</u> you need to assess the effectiveness of your campaigns. Our goal is to help your dealers grow their businesses.

REACH

Are we reaching the right audience at the right reach and frequency to achieve our business goals?

RESONANCE

Is the campaign positively impacting brand metrics and wider perceptions?

REACTION

Does the campaign result in an uplift in vehicle sales?

Key Reporting Metrics

Brand

Cost per Video View – The average cost for each 3-second video view

Reach - The number of people who saw your ads at least once

Impressions – The number of times your ads were viewed

Direct Response

Website Conversions – The number of events or conversions recorded by the Facebook Pixel on your website and attributed to your ads

Cost Per Lead – The average for each Lead generated

Cost Per Offer Claim – The average cost for each Offer Claim

3 Steps to Setting Benchmarks:

1. Choose which types of metrics you care about most
2. Find metrics that provide an average or a rate to make better comparisons
3. Analyze several campaigns that are similar, such as by reach, objective, format or product. The more similar campaigns you include the more useful your comparison will be

Using **lead ads** to reach in-market car shoppers

Acura of Hamilton Success Story

81%
Decrease in cost per lead.

6
New vehicles sold in just over 2 months.

3x
Return on ad spend.

Acura of Hamilton partnered with eDealer to develop an ongoing campaign using lead ads and link ads. The team used A/B testing to identify the creative combination that would generate the most qualified leads. They used Facebook's demographic and interest targeting to serve its ads to in-market vehicle shoppers, current Acura owners and people interested in vehicle financing.

https://www.facebook.com/business/success/acura-of-hamilton
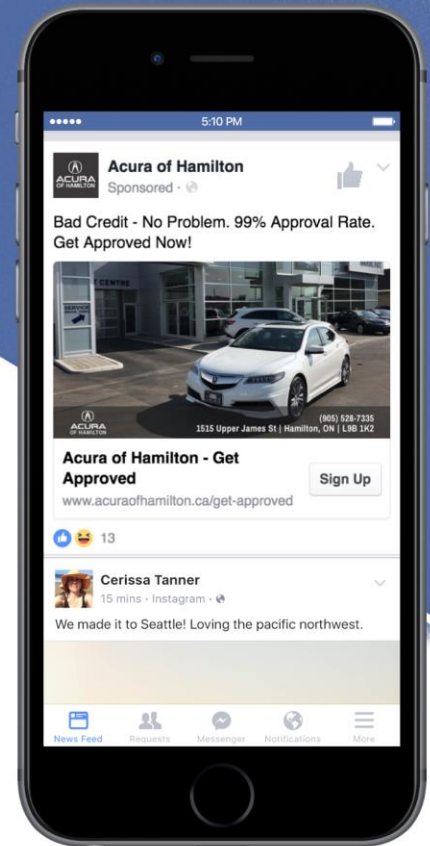
Revving up **service visits**

DCH Montclair Acura

" *Facebook will continue to be an outlet for us to reach our current customer base and, more important, anyone in our area looking for a luxury vehicle or service. With the Custom Audiences that we can build, the targeting is precise and effective. Dollar for dollar, Facebook campaigns are unmatched if executed properly.*"

Tim Hlavenka
GENERAL MANAGER, DCH MONTCLAIR ACURA

221X
return on ad spend

116
offer claims

DCH Montclair Acura partnered with marketing agency Affinitiv to offer potential customers a discount on their first service package. To ensure its ads reached the right people, the dealership used Facebook's behavioral targeting to find Acura owners living within specific zip codes near the dealership. It also created and targeted a Custom Audience based on the dealership's database of current Acura owners.

https://www.facebook.com/business/success/dch-montclair-acura