



# Dynamic Social Ads

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# Wrong optimization targets

Only 26% of customers will be willing to fill in a form before buying a vehicle. When dealers optimize their ad campaigns towards form completions alone, they are attracting roughly a quarter of potential customers.

Instead, sMedia found a way for dealers to capitalize on real customer intent and maximize the efficiency of all ad spend. We call it [Engaged Prospect Metric](#).

## In-Market Shopper Behavior prior to Visiting a Dealership

Stats from Google

The Problem:

**74%**  
did not complete  
a lead form

**56%**  
preferred not  
to be contacted

The Solution:

**67%**  
don't chat

**46%**  
don't call

 Engaged Prospect Metric

# Engaged Prospect Metric - maximize your marketing efficiency



We analyze hundreds of the behavioral indicators of your customers such as clicks patterns, searches, VDP (Vehicle Detail Page) interest, and condense them down into one easy to understand metric - **Engaged Prospect**.

The Engaged Prospect Metric shows us how many serious buyers you have on your website at any given time.

Our studies have proven these behavioral indicators to the highest correlated statistic to sales. We use Engaged Prospect data to optimize all advertising services within the Dynamic Social Package.

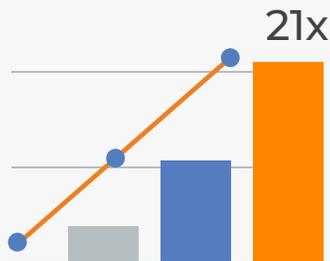
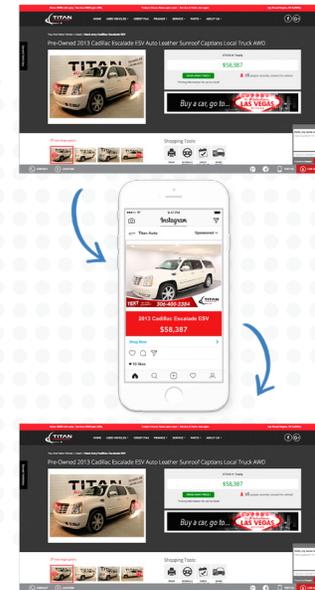
## Dynamic Social Package:

- Engaged Prospect Retargeting
- Engaged Prospect Lookalike
- Engaged Prospect Dynamic Lead Ads

# Engaged Prospect Retargeting - nudge customers towards conversion

Engaged Prospect Retargeting ads help you increase the likelihood of conversion by promoting relevant vehicles in Facebook and Instagram newsfeeds to engaged prospects on your VDPs.

Based on the Engaged Prospect metric, we follow up with an engaged customer immediately - like a good salesperson would. Automated for each vehicle, the retargeting ad selectively shows a vehicle that a customer had the highest proclivity towards, and takes them straight to the VDP.



Engaged Prospect Retargeting ads are **21x** more likely to be clicked on than Google Retargeting Ads.

# Engaged Prospect Lookalike - bring more interested buyers to VDPs

To give a competitive advantage to the dealer, we leverage the power of social networks by creating a Lookalike Audience - an audience of socio-economic status and online behaviors similar to your current engaged VDP shoppers.

**01** - We track buyer behaviour on your VDPs to **identify Engaged Prospects** among your VDP traffic.

**02** - We pass this data on to Facebook and **formulate a Lookalike Audience** with similar traits to your Engaged Prospects.

**03** - We target their Facebook and Instagram newsfeeds with a **tailored carousel ad** showcasing up to 10 vehicles, each linked directly to the VDP.

After **Campkins RV Centre** partnered with sMedia to create and target Lookalike audiences on Facebook, the dealership witnessed Cost per Click being **\$0.15** and Cost per Engaged Prospect lowering to **\$0.35**.

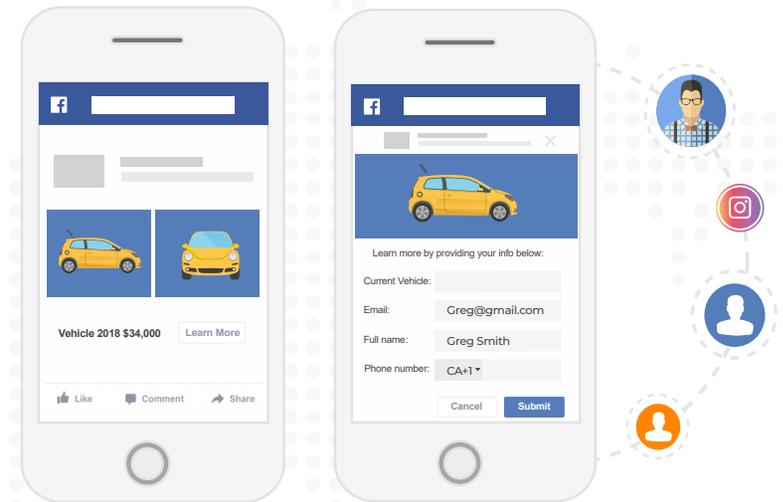
CPC		\$0.35
EP		\$0.15

# Engaged Prospect Dynamic Lead Ads - convert leads off site

Dynamic Lead Ads retarget Engaged Prospects on Facebook and Instagram newsfeeds and convert them into leads **while they stay on social media.**

Filling the VDP form becomes easy for your Engaged Prospects. They simply tap your ad in newsfeeds and the lead form pops up, already **pre-populated with the information they've shared** with Facebook.

sMedia **keeps your dealership top-of-mind** by showing ads with an exact unit toward which your Engaged Prospects had the highest purchasing intent.



To get more information from your buyers, we can add custom fields to the lead form. The average Cost per Lead on Facebook among our clients is **\$39.85.**

# Who we are: sMedia recap

sMedia is North America's leading digital marketing agency for automotive dealerships.

As a Google SMB Premier Partner, we maximize ROI on online advertising strategy by driving engaged buyers to your VDPs and converting them into high-quality leads.

Over 240 dealerships across North America partner with sMedia to build traffic, maximize engagement, and drive leads and sales.

From a 3 person team at a single desk in 2011, to a leading digital marketing agency with over 60 team members across the world - sMedia is recognized by [www.canadianbusiness.com](http://www.canadianbusiness.com) as the 53rd Fastest Growing Company in Canada in 2018.

sMedia has been chosen as a top Google Certified Agency in North America in 2014 and 2015.



## Some clients we've worked with:

