



Facebook Automotive Advertising Services

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Our Sales Process

We have a team of three appointment setters that call dealerships on a daily basis and fill the pipeline for the sales team. They set up a meeting between the prospect and the sales manager within five days.

Prior to the meeting, the sales team warms the lead up by sending small pieces of relevant content - proof statements & testimonials - to spark client's interest and increase the chances they show up for the introductory call.

Our sales calls show up rate is 80% - we have improved the show up rate from 20% to 80% in six months.

We offer a free first month trial and don't tie customers down with a contract afterwards - we aim to win our clients' business every month, based on the performance of Facebook campaigns.

Once the client decides to work with us, we assign them a dedicated Account Manager to ensure they make the most out of their investment in Facebook advertising.

We charge a flat management fee which allows us to provide an unbiased feedback on their marketing investment and strategy.

Engaged Prospect Metric

The universal digital metric

An engaged prospect is a potential customer that shows [high purchase intent while browsing dealer's vehicle detail pages \(VDP\)](#).

Engaged Prospect Metric is the cornerstone of all advertising services that sMedia offers to automotive dealers.

Marketers in automotive chase vanity metrics

In traditional dealership advertising - whether it's radio, TV, newspaper, or direct email - GMs usually relied on one metric to evaluate ROI: how many people come through the door.

When dealerships start to adopt online marketing, they become exposed to an overwhelming number of metrics. With traffic spikes, bounce rate, time on page, and number of clicks it's easy to lose focus. These indicators are also referred to as vanity metrics - things dealers measure that don't speak to business success.

Marketers start chasing vanity metrics and hit the wall with their advertising campaigns. Ad spend becomes a liability rather than an investment.

Most metrics don't connect to vehicle sales

GMs are going through marketing reports filled with endless data and hundreds of metrics. All of this data is worthless unless they are able to translate it into an actionable insight and convert customers.

The problem with conventional ad metrics in automotive is that they have no correlation with vehicle sales. They are performance indicators showing the health of an ad campaign.

For example, bounce rate is a classic metric that steers dealers off the course. Based on how many customers engage with only one page of the website, dealers are quick to judge which strategy is to blame.

However, a potential customer may have an eye on a particular car. They bookmark its VDP and occasionally check if the car is still in stock - they open the website, glance at the page, close the tab and purchase a car a week later.

This still counts as a bounce.

On the contrary, there are customers who come to the homepage and click on any other page but never make it to the VDP. This visit won't count as a bounce despite being of low value to the dealership.

Such examples show how some conventional metrics aren't always reliable in automotive advertising. Alone, they fail to provide information dealers could act on to make their next ad campaign successful and increase sales.

Finally, dealerships don't make money off visitors or likes. They make money off engaged customers.

Wrong ad optimization targets

Ad campaigns based on metrics that don't speak to vehicle sales are doomed for low engagement at high cost.

Dealerships are simply targeting ads at wide segments of unqualified traffic. Meanwhile, ad spend goes up and valuable customer intent data is overlooked.

Let's look at stats from **Google** around shoppers behaviour prior to walking into a dealership.

In-Market Shopper Behaviour Prior to Visiting a Dealership

The Problem:

74%

did not complete a lead form

56%

preferred not to be contacted

67%

don't chat

46%

don't call

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.

Engaged Prospect Metric

To make the most out of their advertising campaigns, dealers should capitalize on real customer intent.

When a customer walks in the store, a Sales Manager can tell whether or not a customer is interested in buying by paying attention to their body language, tone, and inflection.

Dealer's website can do the same.

Customer's browsing and click patterns give us information regarding their intent - think of it as a digital body language.

We analyze hundreds of the behavioral indicators of customers such as click patterns, searches, VDP interest, and condense them down into one easy to understand metric - [Engaged Prospect](#).

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

Our studies have proven these behavioral indicators to be the highest correlated statistic to sales.

What marketing decisions can dealers make based on the Engaged Prospect Metric?



Campaign performance

Get to the bottom of which campaign strategies generate results and which ones do not.



Inventory performance

Monitor inventory that is underperforming and focus needed attention towards increasing deliveries.



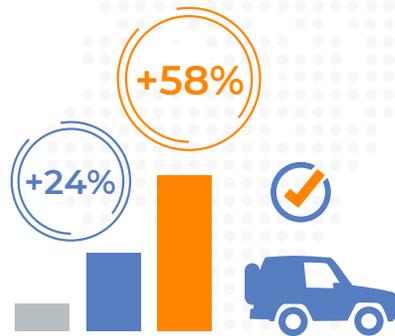
Vendor performance

Transparently assess which current digital vendors are helping grow the business and which ones are not.

Case study

Performance Auto Mall evaluated their monthly campaign performance. Out of all cars that scored below average on the Engaged Prospect Metric, 23.9% were sold that month. Also, out of all cars that scored above average on the Engaged Prospect Metric, 57.5% were sold. Vehicles with the Engaged Prospect Metrics above average were twice as likely to sell.

The higher the Engaged Prospect Metric is for a car, the higher are the chances of this car being sold.



Engaged Prospect Retargeting

Nudge customers towards conversion

Engaged Prospect Retargeting ads help dealerships increase the likelihood of conversion by promoting relevant vehicles in Facebook and Instagram newsfeeds to customers who have browsed their VDPs.

Vehicles sales are evolving

Purchasing a car used to be a lot simpler for both the customer and the dealer.

A customer would visit different lots and test-drive multiple vehicles, giving a salesperson the opportunity to gauge purchase intent. A salesperson would ask a customer for contact information before they leave and re-engage later with a warm prospect.

Now, customers prefer to do most of their research and consideration online.

On average, it takes **7 visits** to the dealership website before a customer is confident enough to take the next step in their buying journey.

Dealerships aren't able to get enough information on these customers unless they are ready to fill in the form on the website or call.

Those who are ready make up **only 26% of all traffic**, according to Google survey across dealerships of North America.

Knowing their customers are initially shy of calling or completing a form, a dealership often adopts conventional retargeting as one of their marketing tactics.

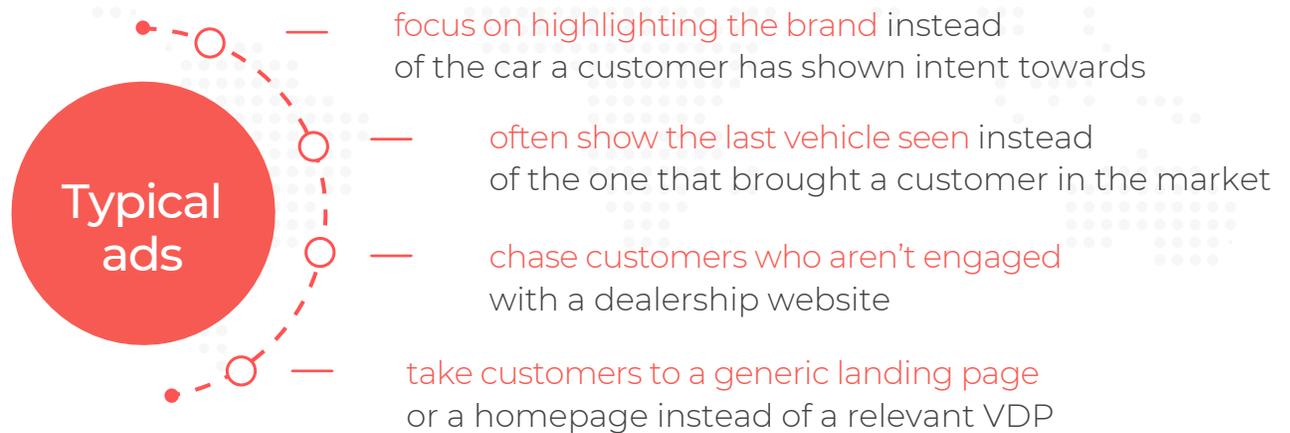
They aim to reinforce the brand, bring customers back to the site and convert more sales.

So do their competitors. On average, a customer visits 1.7 dealerships before making a purchase.

By driving Engaged Prospects back to client’s VDPs, we ensure customers will pick their dealership to visit.

Where traditional retargeting falls short

Typical retargeting ads in Automotive fail to provide the dealership with a competitive advantage:



Opting for a generic retargeting approach, a dealership fails to re-engage their once interested customer who is now likely to research a competitor’s inventory.

To gain a competitive advantage, sMedia helps dealerships follow up with their Engaged Prospects and bring them back to the VDP they’re most likely to convert on.

Engaged Prospect Retargeting

We use Engaged Prospect data to optimize our product-specific Engaged Prospect Retargeting technology.

By tracking behavioural cues on dealer's VDPs, sMedia follows up with Engaged Prospects with the right car, at the right time to increase the likelihood they choose the client's dealership to visit.

We automate ads for every vehicle and target them on Facebook and Instagram newsfeeds of the customer. The retargeting ad selectively shows a vehicle that Engaged Prospect 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.

Case Study

Campkins RV Centre decided to retarget their Engaged Prospects with sMedia. During a monthly check in, a dealership noticed that their Cost per Click was **\$0.11** while a Cost per Engaged Prospect was **\$0.17**.

According to Facebook advertising benchmarks, the average cost per click for Automotive is **\$2.24**.

By retargeting Engaged Prospects with sMedia, **Campkins RV Centre** maximized their ad investment by lowering their Cost per Click by **2036%**, compared to their competitors.

For the same budget, **Campkins RV Centre** was getting **20x more clicks**.

Engaged Prospect Lookalike

Target prospects exactly like potential buyers

Vehicles sales are evolving

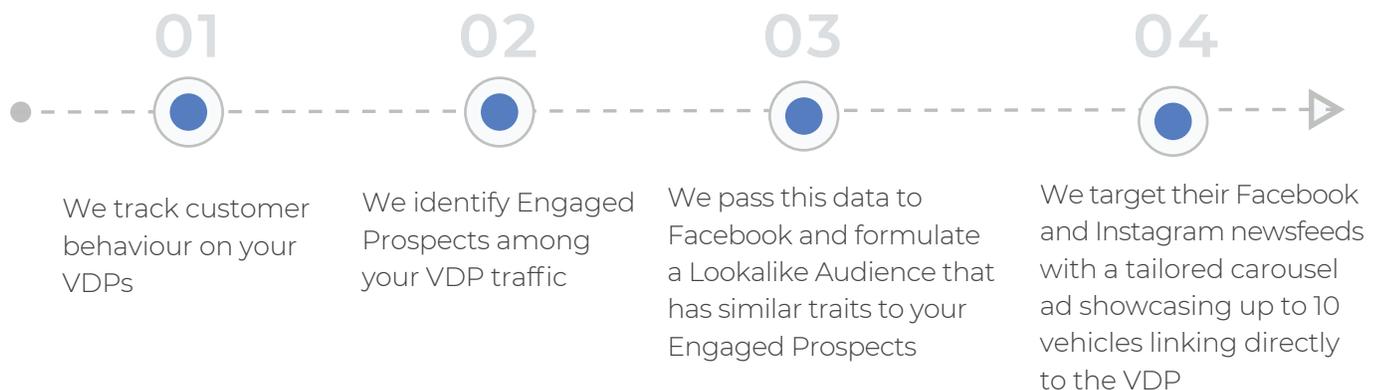
75% of customers who walk into a dealership for their first test-drive never called, chatted, or filled in the form on the VDP. Knowing what drives the 75% of sales that are coming from walk-ins, dealers can attribute these sales to the advertising that works.

To maximize ROI of the ad spend, we help dealerships target potential Engaged Prospects.

Targeting on Google Ads is a common tactic for dealerships who are willing to fight for costly high-ranking keywords and often disengaged traffic. Meanwhile, social media channels like Facebook and Instagram remain overlooked.

To give a competitive advantage to the dealer, we leverage the power of social networks by creating a Lookalike Audience.

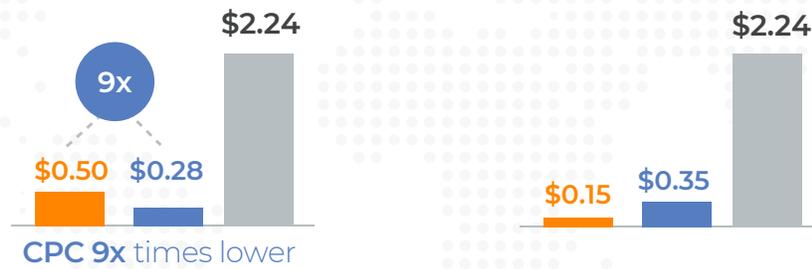
New approach to Lookalike audiences



Case study

Campkins RV Centre and sMedia partnered to create and target Lookalike audiences for Facebook advertising campaigns. After a month, the dealership witnessed \$0.50 Cost per Engaged Prospect and \$0.28 Cost per Click - cost 9x lower than the average Cost per Click in Automotive which is \$2.24.

Optimizing with sMedia further, Campkins RV Centre upgraded their Lookalike campaign to a Carousel Lookalike campaign which lowered Cost per Click to \$0.15 and Cost per Engaged Prospect to \$0.35.



Engaged Prospect Lead Ads

We use dynamic Lead Ads to retarget Engaged Prospects on Facebook newsfeeds and convert them into leads while staying on social media.

We retarget prospects with an exact unit they shown the highest purchase intent towards contrary to the generic dealership branding approach.

The average Cost per Lead among our clients is **\$44.35**

Appendix

Engaged Prospect Metric Proof Statement

Matt Ponto, General Manager at Knight Ford Lincoln Moose Jaw, relied on advertising in the local digital newspaper to bring customers to his dealership. One day, the newspaper rep called him with an offer to lock the entire section for an extra **\$2000 a month**.

Matt reached out to sMedia to weigh in on such possibility. To prove our hypothesis with data, we dived into Knight Lincoln analytics. We found that **\$2000 a month** invested in the newspaper advertising generated **14 Engaged Prospects**. If Matt doubled his investment, he would have ended up with **28 Engaged Prospects**.

\$37.24
a month

\$47,553.12
saving a year

Meanwhile, to get same number of Engaged Prospects with sMedia, **Matt would have to allocate \$37.24 a month, saving \$47,553.12 a year.**

Knowing how many Engaged Prospects different sources generate, Matt can now maximize the ROI on advertising and reduce cost per sold vehicle.

Engaged Prospect Retargeting Proof Statement

Indy Honda partnered with sMedia to understand traffic, increase leads, and grow sales. To do this, we implemented two solutions: **Engaged Prospect Retargeting** and **Smart Offer**.

Engaged Prospect Retargeting is a vin specific retargeting system for Facebook and Instagram that utilizes customer behaviour to identify which vehicles customers are most likely to purchase.

Smart Offer uses behavioural data to present a coupon to a customer when they are most likely to convert into a lead.



Indy Honda's relationship with sMedia has been amazing. They provide us the best ROI of any vendor we use, by far.

Ryan Piercy
Sales Manager,
Indy Honda

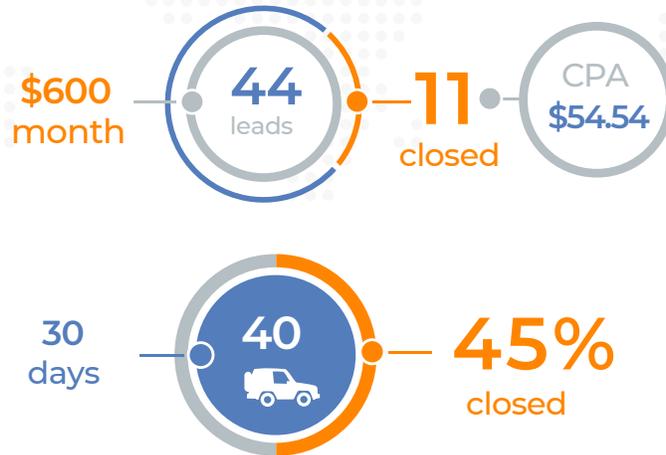
Engaged Prospect Retargeting ads brought buyers back to VDPs they were most interested in. There, they were incentivized with a Smart Offer Coupon at the moment of their highest purchase intent.

In total, Indy Honda invested \$600/month not including the margins they sacrificed from their coupon which was for \$200 off.

Two solutions yielded 44 website leads, of which 11 were closed with Cost per Acquisition \$54.54.

sMedia also compared the vehicles with the highest number of clicks from the Engaged Prospect Retargeting campaigns to vehicles sold.

Of the top 40 vehicles with the most clicks, 45% were sold within 30 days. This clearly demonstrates the correlation strength between Engaged Prospects and sales.



sMedia Client Testimonial



*sMedia is, without a doubt, one of the biggest reasons that Rosetown Mainline is one of the top GM dealers in Western Canada, if not the Nation. That is no small feat being a dealership in a town of 2,500 people and an hour plus drive from anywhere, but **advertising with sMedia has helped put us on the map in a big way.***

*No other agency will care more about your business and helping you achieve whatever goals you set than these guys and girls. **They are always innovating, where others stay flat.** They understand advertising in the digital space better than any other agency out there and are consistently leaving them to play catch-up.*

*If you have considered using an agency for your business' digital marketing and haven't considered sMedia, you're doing it wrong. Don't just spend money on digital marketing, **spend it efficiently and effectively with the best in the industry today.***

Scott Murdoch - Marketing Director

Rosetown Mainline

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