



THE CUSTOMER SUCCESS PLATFORM

groupm + social.com

Driving ROI On Facebook For Auto Brands



GroupM

GroupM is WPP's primary media investment company, comprised of many global media agency brands

The leading global media investment operation, with a global market share of 32.7%

- 400 offices in 81 countries
- 21,650 staff as of August 2012
- US \$90.8bn (RECMA, July 2012)

The logo for GroupM, featuring the word "groupm" in a lowercase, bold, sans-serif font. The letters "group" are in a dark grey color, and the letters "m" are in a bright blue color.

European Agency Brand

Part of GroupM and WPP

Agency brand worldwide has 115 offices in 82 countries

Agency has large clients including Unilever, VLAM, C&A, Randstad and Volvo

Offers strategic media planning as well as econometric modeling and brand-driven creative campaigns

Auto Brand's Objectives

Brand wanted to use Facebook advertising to not just have people see their ads (impressions), not even to just have people click on their ads. . .

Company wanted people to test drive their cars!

That's how they measured success on Facebook

Social Can Connect Online And Offline

Social advertising can connect digital advertising to real-world identities and offline conversions.

Marketers are no longer limited by the same measurement vehicles they have used in the past, for example, impressions and CPM for display ads or clicks and CPC for search ads.

Instead, marketers can use customer identity to measure conversions to real business goals or actions beyond getting to a single landing page.

Why Auto Brands Care: Connecting Online And Offline

They need to tie social advertising dollars to offline car purchases. Using social.com, they used social advertising to get for test drives at physical dealerships in Europe.

They knew the impressions and clicks are nice to have, however, to prove the value of Facebook, GroupM & Auto Brand went deeper – did these ads get people to take the cars out for a spin?

Using social.com's interactive campaign grid and custom metric features, GroupM could analyze and optimize the performance of campaigns against booked test drives.



GroupM Segmented On Social.com Into Four Products

Hatchback



Family



SUV



Compact



“We run a Facebook campaign to create test drives; it converts to car sales at 4x the rate as display advertising”

- Digital Manager in charge of the campaign

Overall Results And Test Drives

Achieved 717 test drives from April–July 2014, at €70 per test drive.

149 test drives of the Hatchback, a €30,000 vehicle, in the month of April 2014 alone, at a cost of €46 per test drive.

A single top-performing ad for the Hatchback caused 25 test drives at €32 per drive.



Secondary Metrics

Focusing on real business value also create clicks, likes, and impressions as a secondary benefit.

This campaign created: 83,000 likes and **314M impressions** for the Auto Brand's Facebook page, with **an average CPM of €1.05**



Find us on
Facebook

Targeting The Right People

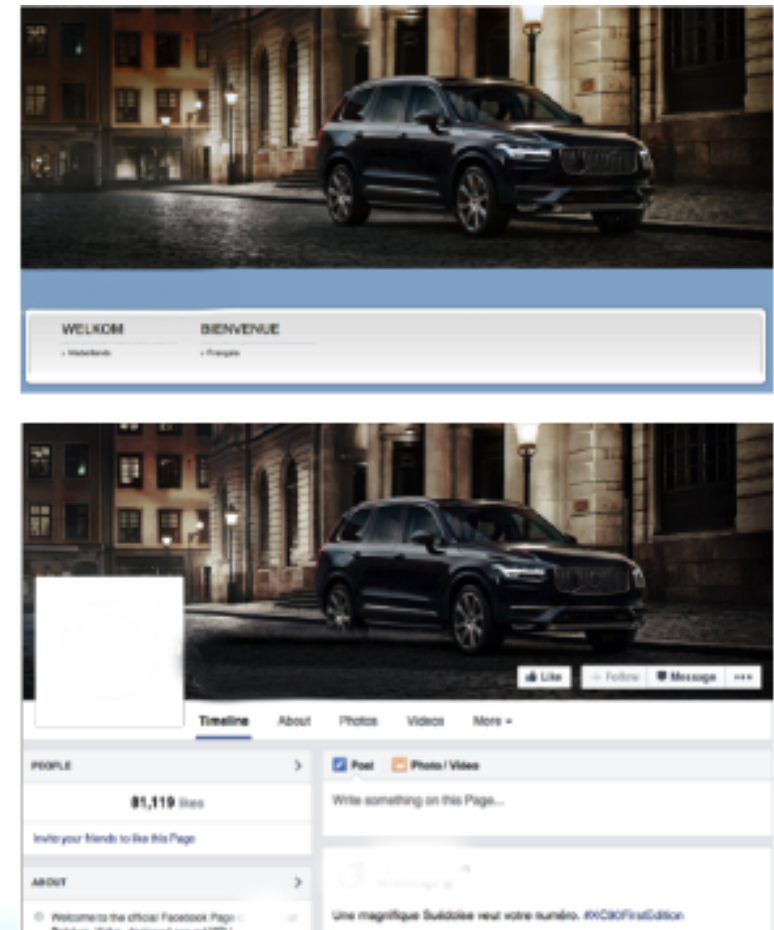
Key benefit of social advertising is ability to target specific groups of people based on your first-party data.

GroupM used both Custom Audiences and lookalike audiences to target people who may want test drives.

Website Custom Audiences include visitors to the Auto Brand's main website as well as people who looked at or configured specific cars on the website.

- Audience sizes ranged from under 100 people to 30,000 or more.

Lookalike audiences targeted similar Facebook users to the Website Custom Audiences as well as similar audiences to people who liked the Auto Brand on Facebook.



Targeting Outperforms Broad Ads

GroupM ran broadly targeted ads and found that they achieved vastly lower click-through rates and costs per click than either Custom Audiences or Lookalike Audiences.

Increasingly the focus has been on Custom Audiences or Lookalike Audiences for this campaign due to the higher performance in CTR, despite higher CPM. For example, between April 2014 and August 2014:

Campaign	Impressions	CTR
Narrow, custom audience & fans	169k	8.6%
Narrow, lookalike audience	60k	3.5%
Broad retargeting campaign	5.4M	0.06%
Broad, RHS campaign	66M	0.02%

Ads Had High Engagement With A Clear Call-To-Action

Translation: “Want to test the new [Hatchback]? Register without delay for a free trial and no commitment!”

The 749 likes and 103 shares on this ad all work to get people to the primary objective; test driving this car.



Hatchback Belgium
January 29 · 🌐 Like Page

Envie de tester la nouvelle hatchbacks ? Inscrivez-vous sans plus tarder pour un essai gratuit et sans engagement !
➔ <http://bit.ly/Testez-la-hatchbacks>
See Translation



Essayez-moi >

Essayez la nouvelle hatchback !
La nouvelle hatchback est époustouflante. Faites le test vous-même et profitez de conditions Salon exceptionnelles. Cliquez ici pour réserver votre essai gratuit et sans engagement !
autowebsite.com

Like · Comment · Share · Butler

👍 749 people like this. Top Comments ·

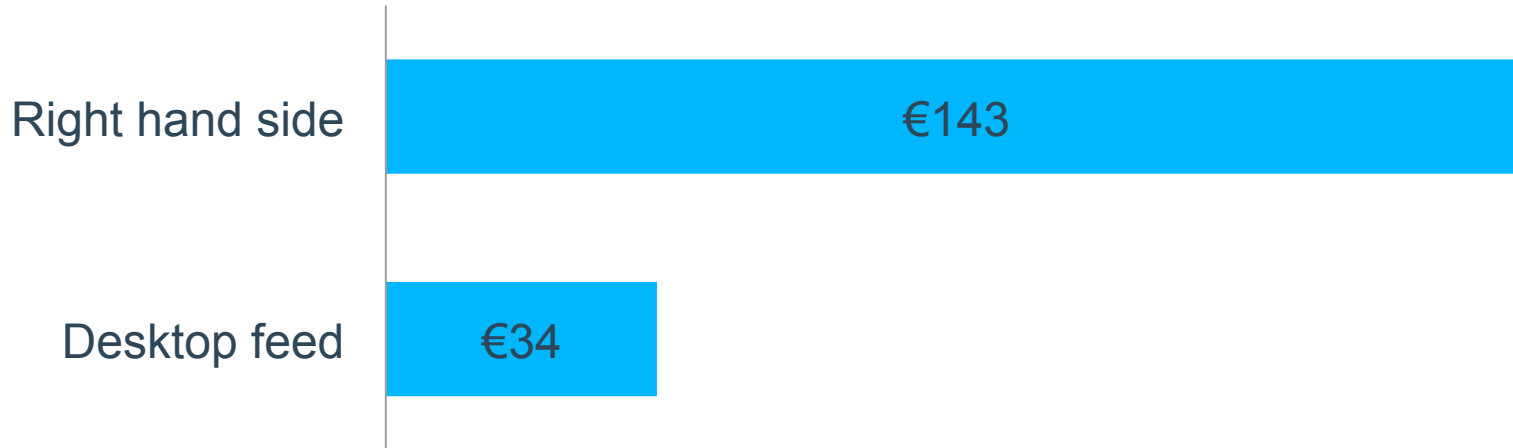
🔄 103 shares

Location For Hatchback Ads

For the Hatchback, GroupM tested both desktop news feed ads and right hand side ads.

- Desktop news feed ads performed much better; €34 per test drive, and 83 total test drives for desktop news feed, versus €142 per test drive and only 21 test drives for right hand side ads.

Cost per test drive



Targeting Men And Woman


Men and woman clicked on ads for the Hatchback at approximately the same rate, but the Male click to test drive percentage was more than double (1.4% versus 0.6%) and the male cost per test drive was less than half (€44 versus €102).

This trend remained true for the other cars as well:

	All cars	Hatchback	Family	SUV	Luxury
Male	0.90%	1.4%	2.4%	1.1%	0.46%
Female	0.56%	0.6%	0.9%	0.7%	0.29%

Testing Different Language Titles And Bodies

GroupM created multiple different titles and bodies for their ads, while staying within the Auto brand guidelines. They also targeted the content based on the language of the Facebook user. Two successful ads were:

 *“Essayez-la maintenant; La [Hatchback] à pd 19.995 €, Business Pack inclus. Réservez votre essai !”*

- French, translation: Try it now; The [Hatchback] from €19,995, Business Pack included. Book your test!

 *Test de [Hatchback]; Schrijf je nu in voor een testrit met de [Hatchback]. Gratis en vrijblijvend!*

- Dutch, translation: “Test the [Hatchback]; Sign up now for a test drive with the [Hatchback]. Free and without obligation!”

All ads focused on clear call-to-actions for the test drive objective.

oCPM Used For Driving Leads

oCPM is ideal for driving lead conversions (in this case test drives), because Facebook's own algorithms help optimize for the conversion metrics that the Auto Brand and GroupM both care about.

They relied on oCPM's website conversion objective to optimize and target campaigns using the real-time impression-level data available via oCPM for this purpose.

oCPM As A Targeting Strategy

oCPM is not just meant for driving leads; it's the best way to drive any business objective on Facebook.

Multiple independent studies found [oCPM outperforms](#) any other optimization algorithms because Facebook has access to much more data than is available via API. Therefore, oCPM is almost always the most effective way to optimize campaigns for a given objective, and social.com recommends that advertisers focus on oCPM instead of attempting to “beat the system” using proprietary algorithms. Facebook alone has access to real-time impression-level data and can make bidding decisions in a manner similar to real time bidding (RTB) for display ads.

Lessons Learned – The Power Of Measurement

Measure, and optimize towards, the objectives that matter to your brand

- The Auto brand optimizes to offline test drives

Large brands can use Facebook to drive concrete business objectives.

Test different creative for different audiences to determine what will cause the right people to respond.



What is social.com?

A true self-service platform, that's powerful but easy-to-use and helps run efficient and effective social ad campaigns at scale. It powers the largest agencies and advertisers globally including the biggest social media advertisers in gaming, retail, CPG, finance and entertainment. We also provide premium, migration and support service options to help customers optimize, manage and scale their advertising teams and spend.

Who uses the platform?

Customer	Campaigns	Performance
Agencies	Manage thousands of clients at scale	Direct Response, Reach, Collaboration
Mobile Publishers	Drive mobile app installs & engagement	App Installs
Gaming	Drive app installs & revenue	Direct Response, LTV
Brand In-House Teams	Magnify brand message & conversions	Reach, Direct Response

What is Active Audiences?

Active Audiences helps marketers harness data from email, mobile, and social engagement along with the powerful automation and segmentation capabilities of Salesforce Marketing Cloud to create targeted audiences for paid media campaigns that drive results.

Why use it?

Agencies and advertisers can build highly targeted campaigns quickly and easily, with sophisticated tools to optimize and automate every dollar invested. Teams can share and collaborate around campaign assets, to allow scalability across social ad buying and strategy.

Credits

This case study was a collaboration between GroupM and social.com.

It is intended to educate and inform readers of the best practices of a Facebook advertiser while using a best in class advertising platform. All results reported are not indicative of future results but reflect the learnings of GroupM and an auto brand running their campaigns over a pre-defined period.

Our thanks to GroupM globally and their European Agency brands for their openness and continued partnership with social.com and the Salesforce Marketing Cloud.

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The case study was authored by Zachary Reiss-Davis, Product Marketing Manager at social.com

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