

## Case Study: Automaker

### Reach Car Buyers with Engaging Content

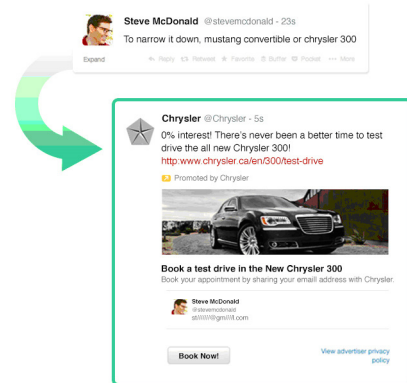
#### The Opportunity

As an auto brand, it is important that prospective customers are able to connect with the brand across all platforms in a convenient way, and social media advertising is an opportunity to do this while staying focused on performance--driven campaigns to generate leads for dealers.



#### The Problem

One of the largest automobile manufacturers in North America wanted to run an awareness campaign by reaching near and in-market car buyers and share relevant content about their latest car models.



#### Solution

By identifying consumers in the buying journey for a new car LeadSift & Enov8 Mobile were able to create audience segments who were likely to purchase a car in the near-future.



Also based on the different car types (i.e. economy, standard, heavy duty trucks) we created audience lists based on user persona's (Frequent Flyers, Parents, and High Net-worth Individuals etc.). By applying analytics, working with the brands Creative/Media Buying Agency, and social media buying platforms, the three different audience segments were shown unique and relevant advertisements using Twitter Tailored Audiences.

#### Results

Using social media targeting, Twitter Tailored Audiences, Enov8 Mobile's analytics & A/B testing, the auto manufacturer was able to increase CTR by 40% and increase time spent on site by 500%.

