

# CASE STUDY

## NISSAN

DRIVE TO SITE



**OBJECTIVE:** Nissan wanted to aggressively generate qualified leads.

**INSIGHT:** Facebook metrics shows good engagement and link click results but it does not translate to leads and more so on conversions. Serving relevant ads to where a user is in the purchase journey will drive the conversion.

**SOLUTION:** Beyond the usual lead generation ads, Ambient leveraged on remarketing technology to identify leads with interest vs. intent. In doing so, the right follow up ad was served to the audience. There were multiple versions of creatives deployed to address different messaging depending on user's online journey.

### RESULTS



**Thematic Ad**  
(Vehicle Landing page) with pre-agreed audience targeting

Custom Audience of VLP visitors— those who landed on the VLP+ those who went to the brochure page + organic traffic/ visitor

Did not click nor land on vehicle landing page

**Promo Ad**  
(promo landing page)

Custom Audience of Promo Page Visitors— those who landed on the Promo page+ organic traffic/ visitor even without exposure to the Promo Ad

**Avg. CTR of 3%**

**Lead Ad**  
2 versions – book a test drive and get quote

**TECHNOLOGY:**  
Facebook Remarketing Ads

Form submission

**END, no need to target**

Did not submit Form

**Lead Ad**  
(while waiting for new Thematic ad)

Did not submit Form

**New Thematic Ad**  
With exclusions of those who submitted Lead forms