

FACEBOOK DYNAMIC INVENTORY WITH LEADS

Industry's best lead acquisition model to acquire high quality leads cost-effectively

Dynamically retarget users with relevant, personalized inventory ads designed to capture leads directly on Facebook in a convenient and user-friendly format.

BENEFITS



HIGH-QUALITY LEADS

Capture information and intent data from leads in the purchase stage of the funnel



OPTIMIZE FOR COST-PER-LEAD

Use Cost-per-lead as the primary KPI for campaign optimizations to improve efficiency



PERSONALIZED CREATIVES

Show the perfect ad variation with the exact model and color the user is interested in



UNPARALLELED AD RELEVANCE

Retarget audiences who viewed the VDP page using the specific VIN in the ad creative



FRICTION FREE USER EXPERIENCE

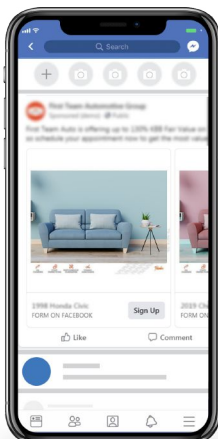
Users are more inclined to confirm submission since the native forms are auto-filled



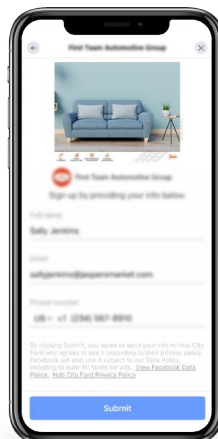
CUSTOM CALL-TO-ACTION

Optimize for different call-to-actions be it showroom visits, test drive bookings, or quote requests

1 iPhone with Dynamic Inventory ad



2 Facebook lead form



3 Lead data to CRM + Sales calling

