



How To Sell More Units With Facebook Inventory Ads & On-Facebook Destination for Auto Inventory Ads

Why Facebook?



Powerful
New Medium



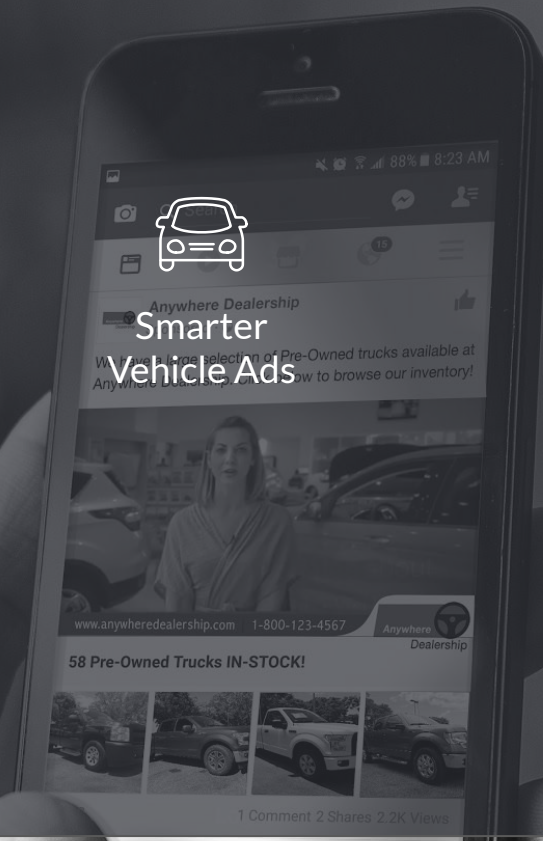
Local Shopper
Targeting



Smarter
Vehicle Ads

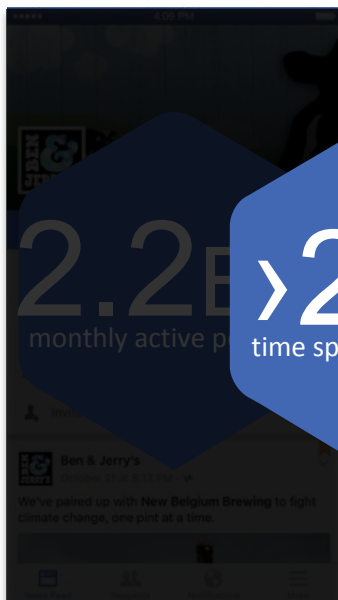


Trackable
Leads and Sales



To reach shoppers, you need to be where they **spend time**.

facebook



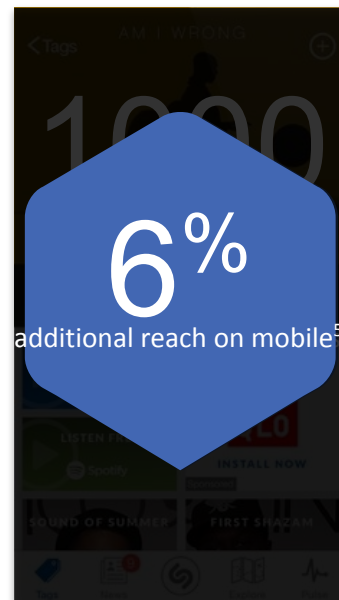
Instagram



Messenger



audience network

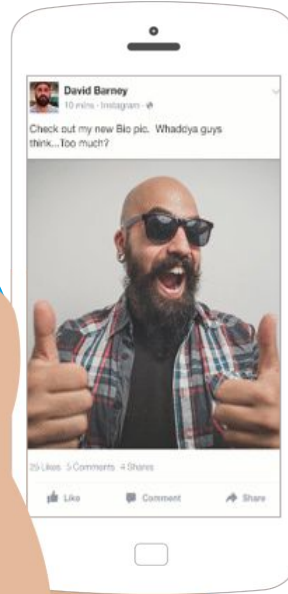


1. Facebook earnings, Q1 2018
2. Facebook and Instagram, September 2017
3. Based on Nielsen Mobile Netview, December 2015
4. Facebook, January 2018
5. US ComScore data, Media Metrix, June 2015

Shoppers can be reached **proactively** on
new, powerful platforms.

1 in 5

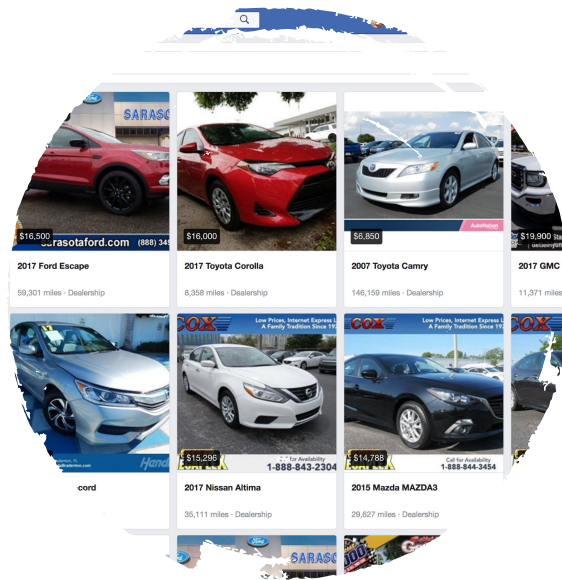
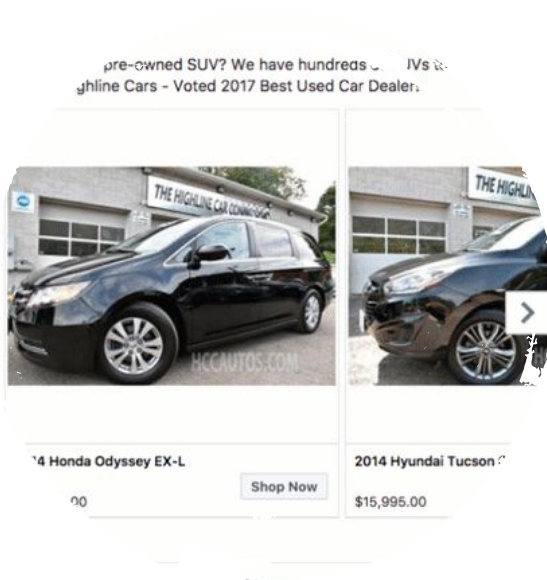
mobile minutes is
spent on
Facebook



2.2B

of people using the
Facebook platform / mo

Two Part Strategy: Paid Ads + Facebook Marketplace



Facebook Inventory Ads

Facebook Marketplace



Facebook Inventory Ads!

How Facebook Inventory Ads Technology Works



Your Vehicle
Feed → Facebook



Target Local
In-Market Shoppers



Users Sent To
Your VDPs



Dynamic
Retargeting



VIN-Specific
Lead Capture

Step 1: Your Vehicle Feed → Facebook Ads



Business Hours
Monday - Thursday 9:00 AM - 5:00 PM
Friday - 9:00 AM - 6:00 PM
Saturday - 9:00 AM - 5:00 PM
Sunday - Closed

HIGHLINE CONNECTION
car

Contact us
1633 Waterdown Ave
Waterbury, CT 06705
Sales: (203) 573-0884
Fax: (203) 755-9031

HOME • INVENTORY • FINANCE • REVIEWS • CONTACT US •

55 cars in Waterbury, Norwich, Middletown, New Haven that are priced under \$20,000 and over \$15,000

Vehicle	Price	Actions
2011 Volkswagen Jetta Sportwagen	\$15,495	Schedule a test drive
2012 Ford Super Duty F-250 SSV	\$15,995	Schedule a test drive
2015 Toyota Camry	\$15,995	Schedule a test drive
2015 Jeep Ram	\$15,995	Schedule a test drive
2017 Honda Vezel A-Door	\$15,995	Schedule a test drive
2015 Honda Accord Coupe	\$15,995	Schedule a test drive
2013 Ford Edge	\$15,995	Schedule a test drive
2015 Honda Civic Sedan	\$15,995	Schedule a test drive
2015 Toyota Camry	\$15,995	Schedule a test drive
2015 Jeep Renegade	\$16,495	Schedule a test drive
2015 Honda CRV	\$16,995	Schedule a test drive
2015 Honda CRV	\$16,995	Schedule a test drive
2017 Honda Accord Sedan	\$16,995	Schedule a test drive
2008 Cadillac Escalade	\$16,995	Schedule a test drive



Secure https://www.facebook.com/feed_demo_id=60NNHJCv-saPY/Morse_product_id=1344151045633070N2C1618184248216410N2C131085448035742N2C151607938

Search Facebook

Bob Home

Bob

News Feed
Messenger

EXPLORE
Saved
Events
Pages
Groups
On This Day
Friend Lists

Highline Cars
Sponsored · 1633 Waterdown Ave · Waterbury, CT 06705

Looking for a pre-owned SUV? We have hundreds of SUVs to choose from at Highline Cars - Voted 2017 Best Used Car Dealer!

2014 Honda Odyssey EX-L
\$25,995.00
Shop Now

2014 Hyundai Tucson GLS
\$15,995.00

9 Successful Facebook Campaigns
dealersunited.com
Did life get in the way? It happens! Don't miss out on this limited time offer!

STOP Pressing Facebook's Boost Post Button
dealersunited.com
Any way you slice the pickle, that's a darn good deal.

Carousel Format Pulls Live Inventory & Places Into Scrolling Ads



Craig And Landreth Chrysler Dodge Jeep Ram

Sponsored (demo) · ⚙

Looking for a pre-owned vehicle?

Here are some vehicles you may like from Craig and Landreth Chrysler Dodge Jeep Ram!



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram

502-241-6868
craigandlandrethcdjr.com

2018 Ram 2500

\$39,995

Shop Now



Like



Comment



Share



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram

502-241-6868
craigandlandrethcdjr.com

2008 Lexus GS 350

\$11,500

Shop Now



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram

502-241-6868
craigandlandrethcdjr.com

2017 Ram 2500

\$46,950

Shop Now



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram

502-241-6868
craigandlandrethcdjr.com

2019 Chrysler Pacifica

\$36,250

Shop Now



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram

502-241-6868
craigandlandrethcdjr.com

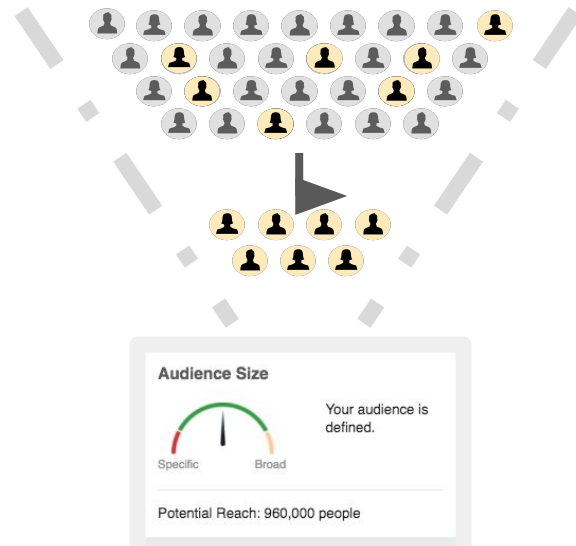
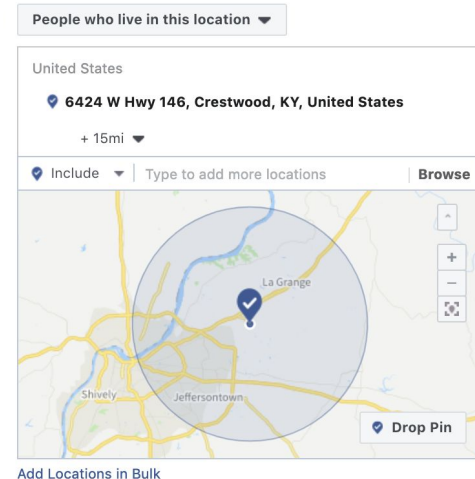
2014 Lincoln MKS

\$17,000

Shop Now

Step 2: Local In-Market Shopper Targeting

1. Find vehicle shoppers
 - a. Radius Targeting
 - b. Target lookalikes to current in-market shoppers browsing other auto sites including competitors, endemic sites, and onsite Facebook activities
 - c. Find similar shoppers to your current website visitors



Step 3: Send Shoppers To Your VDPs



Craig And Landreth Chrysler Dodge Jeep Ram
Sponsored (demo) · ⚙

Looking for a pre-owned vehicle?
Here are some vehicles you may like from Craig and Landreth Chrysler Dodge Jeep Ram!

PROUDLY SERVING KENTUCKIANA



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram
502-241-6868
craigandlandrethcars.com

2018 Ram 2500
\$39,995

Shop Now

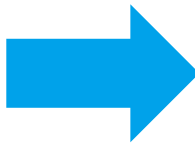
PROUDLY SERVING



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram
502-241-6868
craigandlandrethcars.com

2019 Ram 1500
\$44,709

Like Comment Share



f t y+ G+

6424 W Hwy 146 Crestwood, KY 40014 | 502-241-6868


CRAIG AND LANDRETH CARS
NOW YOU'RE THINKIN' SMART

INVENTORY WE BUY CARS FINANCING SERVICES OUR STORE

2018 RAM 2500 SLT 4x4 Crew Cab 6'4" Box

Internet \$39,995

PROUDLY SERVING KENTUCKIANA



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram
502-241-6868
craigandlandrethcars.com

Stock #: CU71785
Mileage: 21,837
Engine: HEMI 5.7L V8 VVT
Transmission: Automatic
Drive Train: 4WD
Color: White
Interior Color:
Fuel:
Vin: 3C6TR5DT4JG216118

Craig and Landreth Chrysler Dodge Jeep Ram
6424 W Hwy 146
Crestwood, KY 40014

502-241-6868

Text Us Now

✓ Check Availability

Schedule Test Drive

Start My Deal

ONLINE - Click here to chat!

Your VDPs, Your Brand.

No One Else's.

cars.com Buy Sell & Trade Service & Repair Videos & Reviews

for Price Drops

BEFORE YOU BUY ANYTHING STOP CLICK HERE FOR THE BEST PRICE QUOTE **TOYOTA TAMPA BAY** [Shop Now](#) [toyotaofcampabay.com](#)

Search Results Prev 2 / 143 Next

Toyota of Sarasota
7435 S Tamiami Trail, Sarasota, FL
(888) 649-5738

All fields are required except when indicated

I'd like to:
Request best price

I'd like to confirm if the New 2017 Toyota Tacoma Limited listed on Cars.com for \$40,772 is the best price available.

First Name Last Name

Email

Phone (optional) 34232

Request Best Price

By clicking here, you authorize Cars.com and its sellers/partners to contact you by text/calls which may be by autodialer. Calls may be pre-recorded. You also agree to our Privacy Statement. Consent is not required to purchase goods/services.

We value your privacy. [Cars.com Privacy Statement](#).

New 2017 Toyota Tacoma Limited
\$40,772 MSRP \$43,329
[View Price Comparison Tool](#)

Additional Information
[Estimate Payments](#)
[Special Offers](#)
[Check for recalls](#)

Autotrader Sign In | Sign Up | 1 Stop

Cars for Sale Sell My Car Trade In My Car Car Research & Reviews Find Local Dealers Loans Insurance

2017 Toyota Tacoma
Autotrader Cars Limited
\$40,772 MSRP \$43,329
1.90% APR for 60 mos.
For qualified buyers
1-877-889-8722
See dealer info

THE NEW 2017 TACOMA
EXPLORE

Toyota Tacoma for Sale in Bradenton, FL [Change Location](#) 60 matches

Modify Results
Radius 25 Miles
Minimum Year 1981
Maximum Year 2018
Minimum Price
Any Price
Maximum Price
Any Price
Mileage
Any Mileage
Keyword

Your Search | Save search
Toyota Tacoma
Edit this search | Start a new search
Sort by Price - Highest | Per page 25 | Page 2 of 3

2017 Toyota Tacoma
\$24,862 Reduced
6555 miles
Good Maint
ALL ABOUT STYLE

2015 Toyota Tacoma
\$22,978 Reduced
11,201 miles
Automatic Trans
Overhaul Pkgs
CALL 477-688-8887

Used 2014 Toyota Tacoma 2WD Double Cab PreRunner
\$23,900
61,646 miles
Silver
1700 Sport Package (1) 1700 Sport Double Cab Powertrain
Crew Cab Double Cab, Double Cab, Double Cab, Double Cab
Accessories & Extras, Double Cab, Double Cab, Double Cab

Used 2013 Toyota Tacoma PreRunner
\$23,499
61,130 miles
White
As low as \$21,499
1.9% APR
New payment available
Money saved
See Autotrader details
Finance

Used 2014 Toyota Tacoma 2WD Double Cab PreRunner
\$22,777 Reduced
54,288 miles
Gray
New Price! This 2014 Toyota Tacoma PreRunner is a
Mazda's Top Rated Dealer's Choice Vehicle. It's a
Mazda's Top Rated Dealer's Choice Vehicle. It's a
Mazda's Top Rated Dealer's Choice Vehicle. It's a

Certified 2015 Toyota Tacoma 2WD Access Cab
\$22,978 Reduced
11,201 miles
Automatic Trans
Overhaul Pkgs
CALL 477-688-8887

Used 2017 Toyota Tacoma 2WD Access Cab
\$21,912
5,328 miles
Red
What a great deal! Low miles and it's looking for a
reliable used vehicle! This is the best deal.

Step 4: Retarget w/ Exact & Similar Cars (Like Amazon!)



Amazon.com
Sponsored ·

Hurry! Don't miss our limited time Lightning Deals. Claim them before they are gone.

Claim it before it's gone.



★★★★★

Furhaven Pet NAP Oval Terry Fleece and Plaid Bed for Dog or Cat, Large, Java Brown


Prime members get early access to Lightning Deals.

AMAZON.COM


Shop Now

Facebook interface showing a post from Adam Wentworth about a "ONE YEAR BIRTHDAY BASH" event. The post includes a photo of a birthday cake and a glass of beer. Below the post, there is a sponsored advertisement for a 2016 Ford F150, which is part of a retargeting campaign. The ad features the text "2016 Ford F150" and "SARASOTA" and includes a "Shop Now" button. The Facebook interface also shows a sidebar with various links and a top navigation bar.



 **Hub City Ford**
Sponsored · 🌐

Are you still in the market for a pre-owned truck? This truck is waiting to be taken for a test drive!




Certified Pre-Owned 2016 Ford F-150 XLT

\$41,995.00 [Shop Now](#)

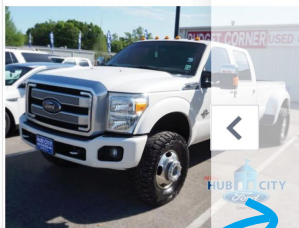
17 Reactions

[Like](#) [Comment](#) [Share](#)


Exact VIN
retargeting

 **Hub City Ford**
Sponsored · 🌐 [Like Page](#)


Still in the market for a pre-owned truck?
Here are some pre-owned trucks you may like from Hub City Ford!



2015 Ford F-350 Super Duty Platinum
\$44,995.00 [Shop Now](#)



2017 Chevrolet Silverado 1500 High Country
\$41,995.00 [Shop Now](#)



2017 Chevrolet Silverado 2500HD
\$56,995.00 [Shop Now](#)

[Like](#) [Comment](#) [Share](#)

Similar model,
color, price

Step 5: Vehicle for Lead Generation



Craig And Landreth Chrysler Dodge Jeep Ram
Sponsored (demo) · ⚙

Your vehicle upgrade is waiting.
Click "Learn More" to check the availability, before this car is gone!

PROUDLY SERVING KENTUCKIANA



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram


502-241-6868
craigandlandrethcdjr.com

2018 Ram 2500
\$39,995

Like Comment Share

Craig And Landreth Chrysler Dodge Jeep Ram

PROUDLY SERVING KENTUCKIANA



CRAIG AND LANDRETH
Chrysler, Dodge, Jeep, Ram

502-241-6868
craigandlandrethcdjr.com

We just need a little info.

Full name

Email

Phone number

Comments

By clicking Submit, you agree to send your info to Craig And Landreth Chrysler Dodge Jeep Ram who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [Privacy Policy](#)

Cancel Submit

ADFXML



Leads include full name, email, phone number



Sent to your CRM in ADF/XML format



3 minutes or less

Capture VIN-specific leads & send to CRM



cricket 3:00 PM 54%

Search

Hub City Ford
Sponsored

Still looking for a new Ford F-150?

Press "Sign Up" to test drive a Ford F-150 at Hub City Ford!



2018 Ford F-150 XLT
\$49,452

Sign Up

Like Comment Share

Icons: Home, Notifications (1), Shopping Cart, Bell, Menu

Hub City Ford

We just need a little info.

Preferred Test Drive Time?
Evening

Full name
Ava Test

Email
ava.pandeloglou@gmail.com

Phone number
US +1 (856) 912-1833

By clicking Submit, you agree to send your info to Hub City Ford who agrees to use it according to their privacy policy.

Submit

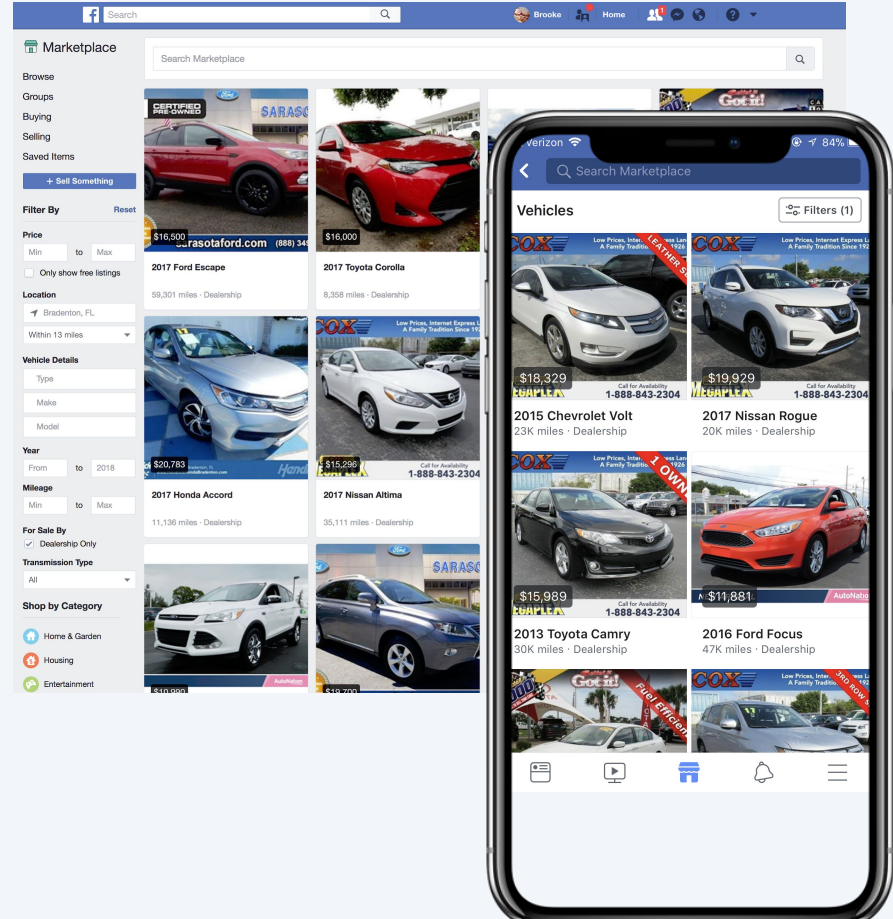
Leads sent in
ADF/XML
format



Facebook Marketplace!

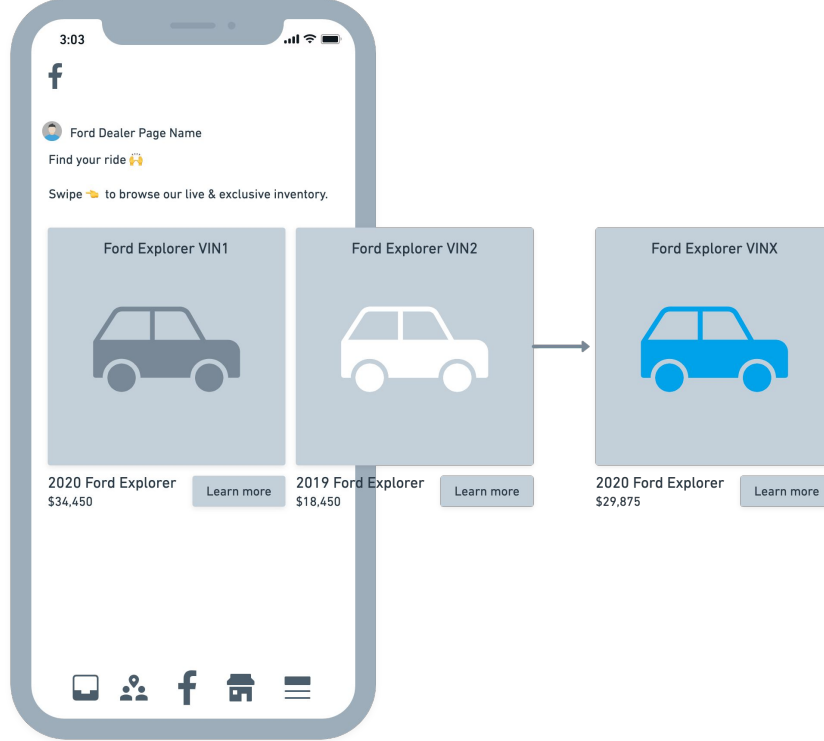
Facebook Marketplace Organic Listings

- Sync your dealership's pre-owned inventory to Marketplace daily
- 550MM+ Facebook Marketplace shoppers
- Reach real, verified Facebook users
- Car shoppers can instantly message your dealership, call, or get directions
- Track Marketplace shoppers and advertise to them later on Facebook

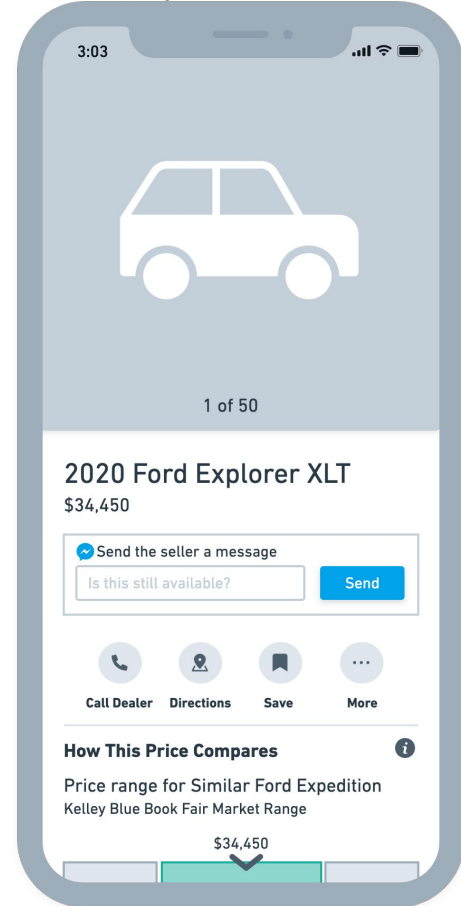


ON-FACEBOOK DESTINATION FOR AIA ADS

iPhone Facebook Newsfeed



Facebook Hosted VDP Page



On-Facebook Destination for Automotive Inventory Ads



Drive clicks to on-Facebook vehicle description pages (VDPs) rather than your website, creating an optimized user experience



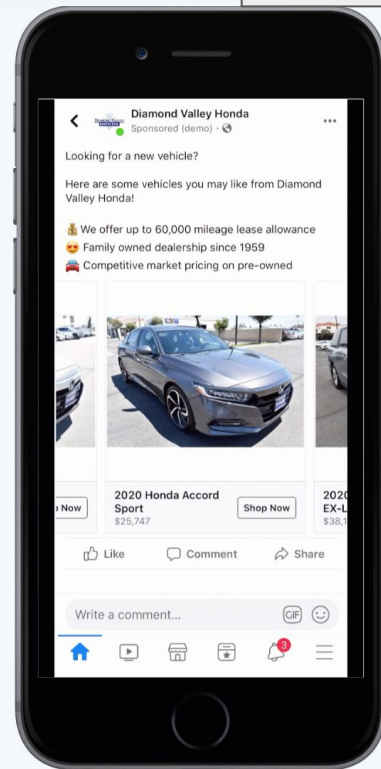
Sync both Used *and* NEW Inventory to ads every 24 hours



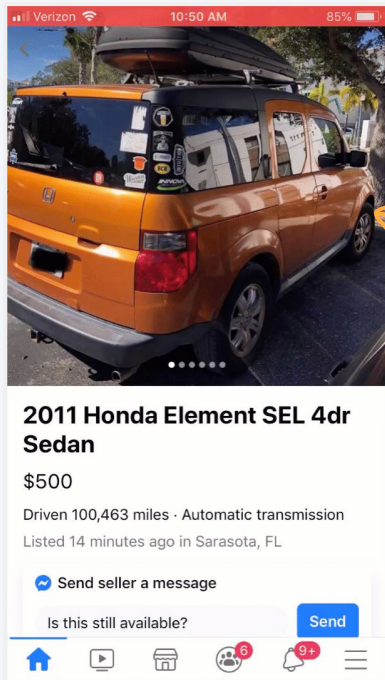
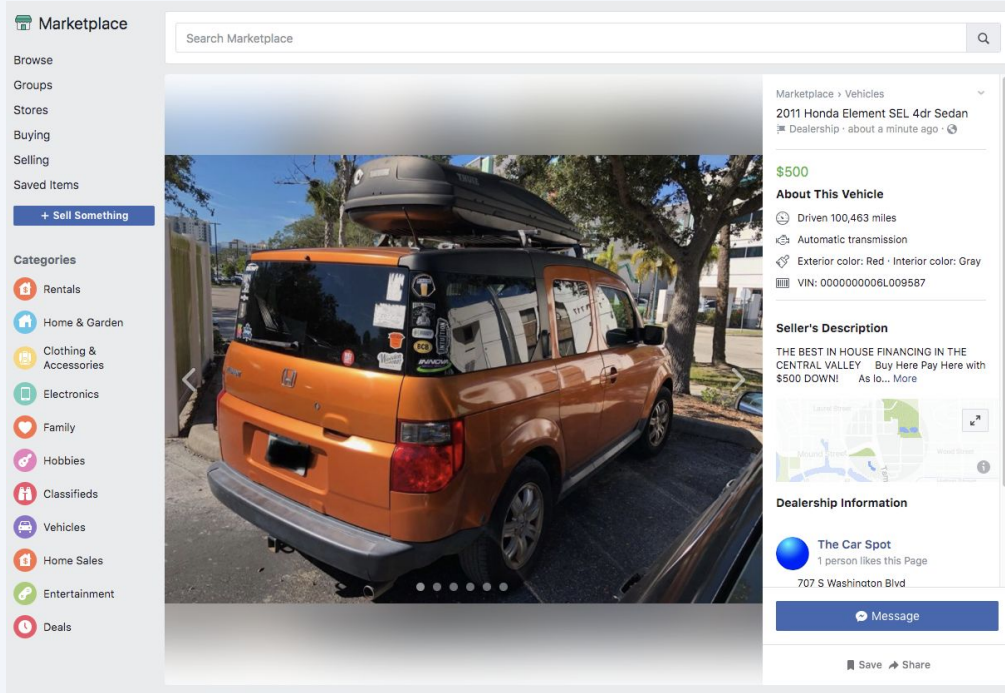
Target in-market shoppers and retarget with exact and similar vehicles viewed



Future-proof your ads while respecting user privacy choices by keeping shoppers on Facebook

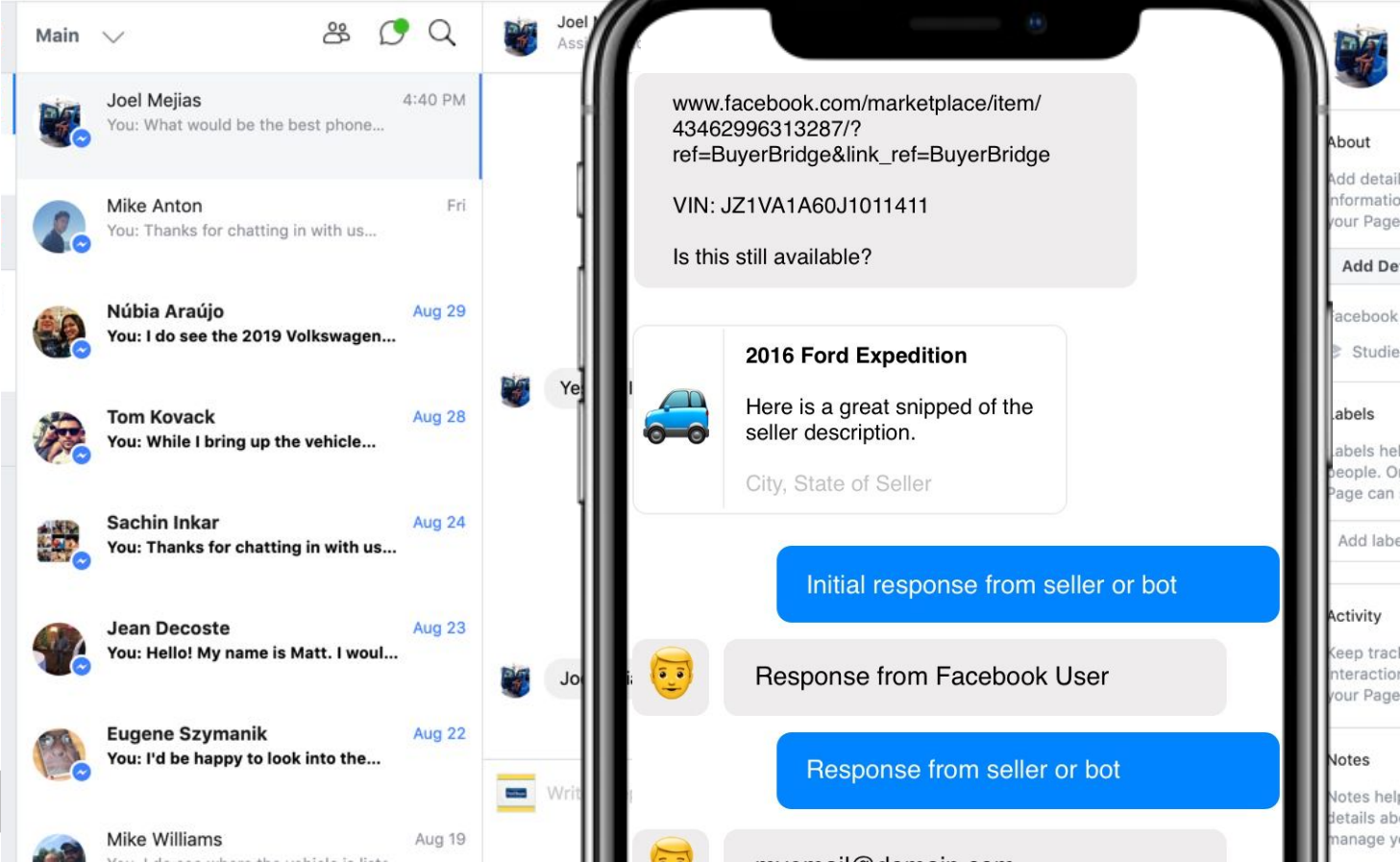


Capture leads faster with Messenger Bot



Live example

MESSENGER



USER FLOW & BENEFITS



CCPA Compliant



No loss of signal



1.3 second average load time



Messenger Conversations



Call Click Tracking & Recording



Direction Click Tracking



facebook



Andrew Myers likes D'ELLA Buick GMC Cadillac. ...



D'ELLA Buick GMC Cadillac

Sponsored (demo) · 🌐

Looking for a pre-owned vehicle?

Here are some you may like from D'ELLA Buick GMC!



2019 Subaru WRX
STI Limited
\$35,995

Shop Now



2017 Buick E
Preferred
\$17,999



Like



Comment



Share

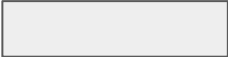
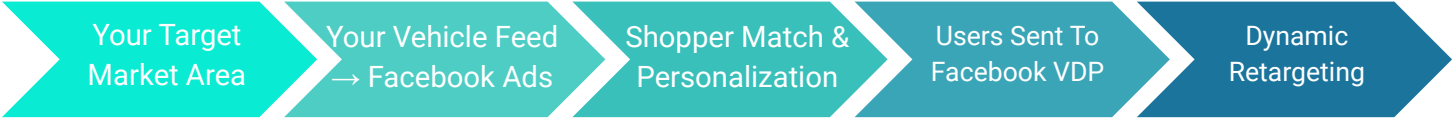


Micah Birkholz

1d · 🧑



HOW IT WORKS & WHY IT'S DIFFERENT



MARKETPLACE AND ON-FB DESTINATION FOR AIA REPORTING

Facebook Marketplace Stats

LISTING VIEWS

20114

ENGAGEMENT RATE

0.32%

PHONE CALL CLICKS

23

INITIAL MARKETPLACE MESSAGES

41

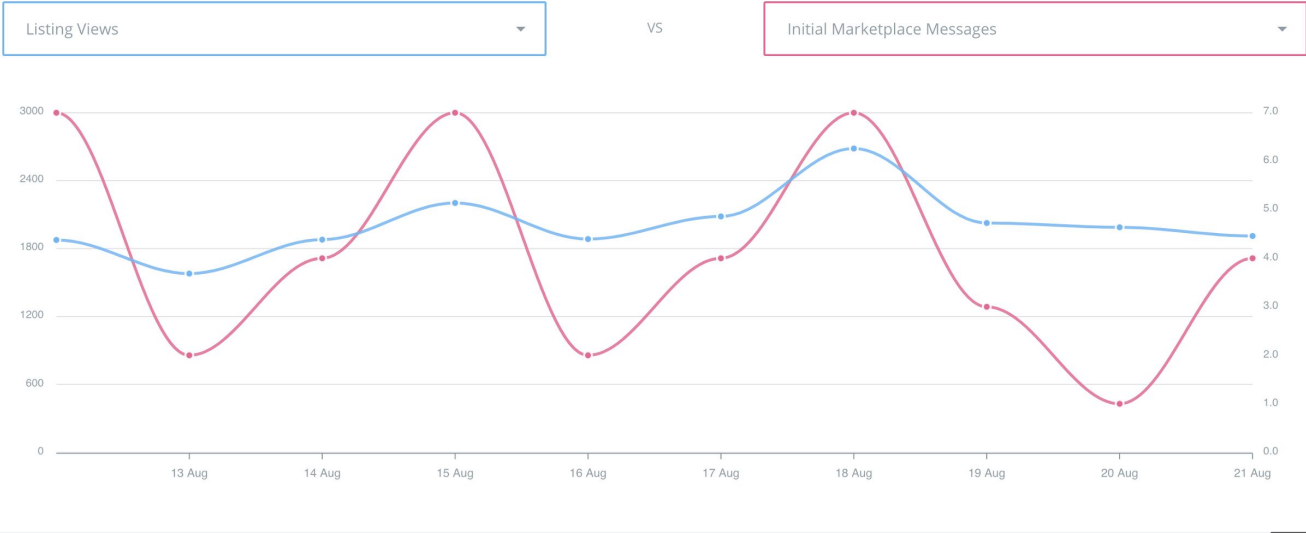
AVG RESPONSE RATE

97%

AVG RESPONSE TIME HOURS

0.01

Metric Comparison



REPORTING

DEALER

Chevrolet

SELECT DATES:

08-01-2020 - 08-31-2020

Reporting

PLAYBOOKS

All Playbooks

CAMPAIGN

2 Selected

PRINT

EXPORT CSV

AD ACCOUNT

C2MP - New - HEC

C2MP - Used - HEC

Facebook Ads Funnel

Funnel Type

On-Facebook Listings

FUNNELS

Prospects

85,920

Reach

Spend

\$864.86

Unique Content View Rate

6.19%

Shoppers

5,318

Unique Content Views

Cost/Unique Content View

\$0.16

Conversion Rate

1.2%

Leads

68

Cost/Lead

\$12.72

MESSANGER INQUIRIES

42

PHONE CLICKS

13

GET DIRECTIONS

13

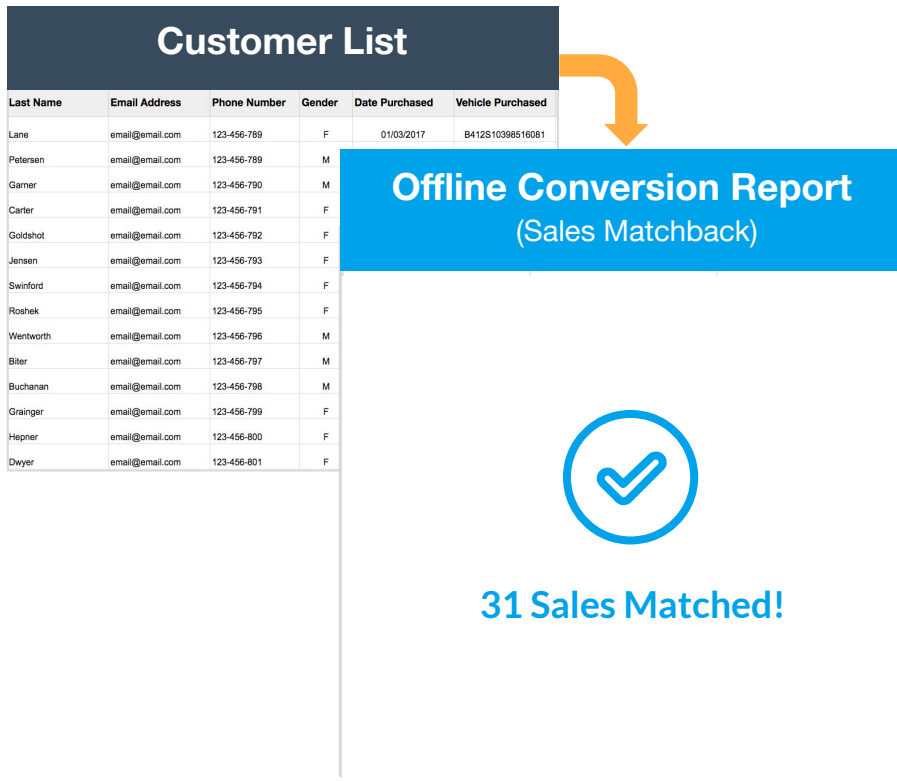
Total Leads

68

--

Facebook Offline Events (Sales Matchbacks)

1. Upload sales report
2. Track Facebook users who were impacted by your ads and bought within 28 days
3. Attribute real unit sales!



Note: Does not include today's data

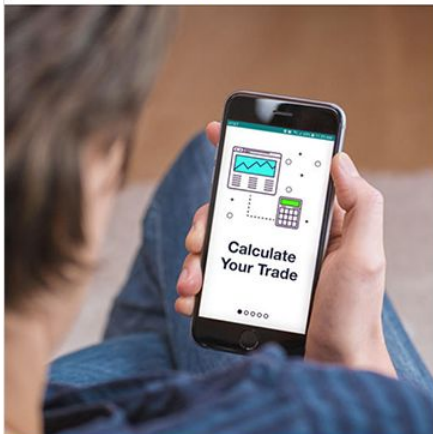
More

10 total sales in October
attributed to clicking an ad
& buying within 28 days

New “Buy Back” and “Trade Keys” Playbooks

Generation Kia
Sponsored · 🌐

FREE Online Trade-In Evaluator! 📊
Find out how much your car is worth and use the cash to get behind the wheel of a new ride!
Press “Learn More” for details. 📱




GENERATIONKIA.COM
Calculate Your Trade
Press “Learn More” for details.

Like Comment Share

Generation Kia
Sponsored · 🌐

We're looking for YOUR SUV! 🚗
Find out what it's worth and trade it in for the vehicle of your dreams.
Press “Learn More” for details. 📱



GENERATIONKIA.COM
What's your vehicle worth?
Press “Learn More” for details.

Like Comment Share

Generation Kia
Sponsored · 🌐

💰 A cash offer you can TRUST! ❤️
Receive an instant cash offer for us to BUY BACK your current vehicle!
Press “Learn More” for details. 📱



GENERATIONKIA.COM
Claim Your "Buy Back" Offer
Press “Learn More” for details.

Like Comment Share

