

CASE STUDY

Performance Marketing

CLIENT:



SECTOR: AUTOMOTIVE

BACKGROUND STORY

As a member of Ali & Sons in the UAE, Audi noticed a decline in sales for the Q3, Q5 and Q7 models. In order to generate more leads, NEXA launched a 2-month long advertising campaign to encourage potential buyers to schedule test drives, ultimately driving sales opportunities.

As a result of these campaigns, there were over 2 million clicks and swipes and 254 qualified leads resulting in sales.

OBJECTIVES

Lead generation targeting a range of UAE residents ready to purchase any of the following Audi vehicles: Q3, Q5 and Q7 Sales ready leads required - test drive bookings classed as sales ready leads

CHALLENGES

- Demand for new vehicles declined in 2018 with less people ready to purchase brand new cars in preference for used vehicles
- Client has never used digital-only campaigns previously but had noticed that traditional marketing was no longer creating the desired impact. Internal sales education was also required

SOLUTIONS

- Integration of sales lead data to the Audi's prospect / sales CRM
- Workshop to educate the sales team about digitally generated leads and management of these
- Social media campaigns across search, YouTube, Snapchat, Facebook & Instagram
- Aggressive campaigns including demand generating retargeting messaging

RESULTS

2,169,728 clicks and swipes

2 month campaign

15K+ landing page visits

254 sales qualified leads

\$42 cost per qualified lead