

## Social Advertising in the Automotive industry

The modern car buyer spends more time researching their automobile online than on the dealership forecourt. The customer journey from consideration to collecting the keys includes many critical digital touchpoints.

At Adglow, we've worked with the world's best-known and best-loved car manufacturers to augment their digital advertising by leveraging the power of paid social media.

## Adglow's Offering

As a global leader in social advertising, Adglow works with Automotive brands to deliver social media advertising campaigns that drive significant business results.

Our unique partnerships with Facebook, Instagram, Twitter, Pinterest and Snapchat alongside our international expertise provides you with a world-class service.

It's our goal to understand your brand and marketing objectives and develop a strategy to transform your paid social advertising into a profitable part of your media mix

## Fact File

### IN-VERTICAL TRENDS

The automotive industry leverages the power of social to generate test drive bookings, promote local dealerships and drive phenomenal reach awareness and engagement. The industry is also heavily focused on the use of video in order to grab audiences attention and create an immersive user experience.

### GLOBAL AUTOMOTIVE CLIENTS:

82 (Incl Mercedes, BMW, Land Rover, Nissan, Ford)

### ANNUAL AD SPEND MANAGED IN VERTICAL:

€11.508,636

### POPULAR AUTOMOTIVE AD PRODUCTS:

Lead ads, brand awareness: video & sales conversion campaigns for dealer marketing, test drives & branding

## The Results



Mercedes-Benz

### +778K video views

Mercedes Benz's worked with Adglow to generate greater brand awareness of the benefits of its financing plan for the new 2017 C Class. Adglow developed a successful brand awareness campaign launched during the superbowl. With the combination of TV sync technology, ads and TV slots were synchronized leading to over 778K video views, a 283% increase in impressions and 786K engagements.



### 7,300 social interactions

Innovative automotive brand Mini, wanted to launch a brand awareness campaign that targeted drivers in a fresh way. Adglow developed a successful campaign which led to over 7,300 social interactions, a 27% increase in website visits and a 3.7% increase in mobile click through rates.