

# SUCCESS STORY

# BMW

How to sell 2 BMW X6 in two weeks

## CLIENT

German-based automotive manufacturer BMW, wanted to promote its new BMW X6 and generate an interest in test drives at local dealerships in Colombia.



360+  
TEST  
DRIVES

10x  
CPL  
REDUCTION

2  
BMW X6  
SOLD

## OBJECTIVE

To generate a high volume of leads to test drive the BMW X6 and accelerate the purchasing process.

## STRATEGY

Adglow launched a Lead Ads campaign on Facebook, targeting major cities in Colombia, brand competitors and specific interests of automotive buyers.

Within 2 weeks of running the campaign there were two sales and a significant increase in the number of prospects interested in purchasing the BMW X6.

BMW's database grew, and call centers were able to quickly schedule test drives at local dealerships.

