

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.



BMW Colombia

NUEVA BMW X6.

Regístrate ya.

Proporciona tus datos a continuación para registrarte.

Interés de compra:

Nombre completo:

Correo electrónico:

Ciudad:

Número de teléfono: