

Leveraging Polk-Data to drive post-sale conversions

A leading Automotive brand wanted to drive traffic and conversion among a well-defined user set of current customers. Adaptly worked with the Detroit-based company to leverage Facebook and 3rd party data, driving real world results.

Approach

When presented with a strict user group to drive a result, we know that measuring our contribution to conversion reporting is the best way to optimize for best results. We worked with our client to identify different clusters of users within our core audience and measure not only which ads were driving the best conversion, but how Adaptly's campaigns stacked up against other channel's results, ultimately driving better results for the client across the board.

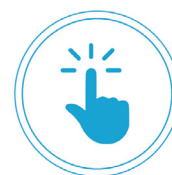
- Looked to drive efficient traffic to a small defined user set by utilizing CPA bidding on Link Page Posts.
- Incorporated client side tracking tags to get attributable conversion reporting.
- Identified creative combinations and user segments that drove the best results on Facebook and through the client conversion process.

Results

- Saw CTRs and cost per link click efficiencies on Mobile where we drove 93% of our link clicks.
- Client quickly identified Adaptly as an efficient driver of off site traffic and a high conversion rate compared to other channels.



93% mobile clicks



241,000 clicks.



A reach of 54 million.

Key Takeaways

- Syncing with and helping to expand the client side tracking helped Adaptly show where conversions were coming from.
- Optimizations allowed the client to execute a larger, more effective, campaign across Facebook and other channels.

Adaptly