



Lead Generation per l'Automotive

Statistiche e consigli per migliorare le performance secondo Meta e TikTok + Bonus Secret Key 

FOUNDATIONS Essential to drive performance				
	Metric	Goal	Status	Outcome
DATA	Conversions API for Web Events: Create a direct and reliable connection between marketing data from your server to the delivery system.		Y / N	Avg +13% cost per results improvement
	CRM Integration for Offline Events		Y / N	-16% Cost per Qualified Lead +21% Conversion Rate
	Event match quality (EMQ): Aim for an event match quality score of <i>good or great</i>		— / 10	+33% incremental purchase events
CREATIVE	Mobile-first creative: Create a seamless, mobile-centric experience.		Y / N	-12% Cost per Conversion
	Creative diversification: Build creative to address a spectrum of motivations and barriers.		Y / N	+32% increased efficiency +9% incremental reach
	Reels ads: Adopt Reels ads with Advantage+ placements and customize via placement asset customization.		Y / N	+5% CTR, -51% improvement in incremental conversions
	Account simplification: Adopt the simplest structure possible to exit learning phase		Y / N	-19% CPA
MEDIA	Lead ads experience: optimized web & native lead experience to create a frictionless journey		Y / N	-60% CPA
	Automation levers: Automate to enhance individual workflows across budget, audience, creative and placements.		Y / N	Audience: -7% CPA Creative: +14% iPurchases
	Advantage+ shopping / lead (Beta) campaigns: Assemble the best possible ad for each person with our latest automated solution.		Y / N	-17% average CPA
	Brand / Upper Funnel Investment- driving awareness and consideration of brand to utilise in lower funnel lead marketing		Y / N	+18% incremental sales Short term / up to 60% long term
MEASUREMENT	A/B Testing: Compare two strategies to determine which one best drives results.		Y / N	
	Conversion lift: Uncover the value of Meta ads for sales acquisition.		Y / N	
	Learning agenda: Identify key business questions and build a learning plan to test and incorporate insights.		Y / N	30% higher ad performance for businesses that do 15+

 = Excellent  = Good  = Fair  = Poor



Partiamo da previsioni e best practice viste all'evento **Meta Automotive Accelerator** che si è tenuto nel meraviglioso **headquarter di Meta a Dublino**.

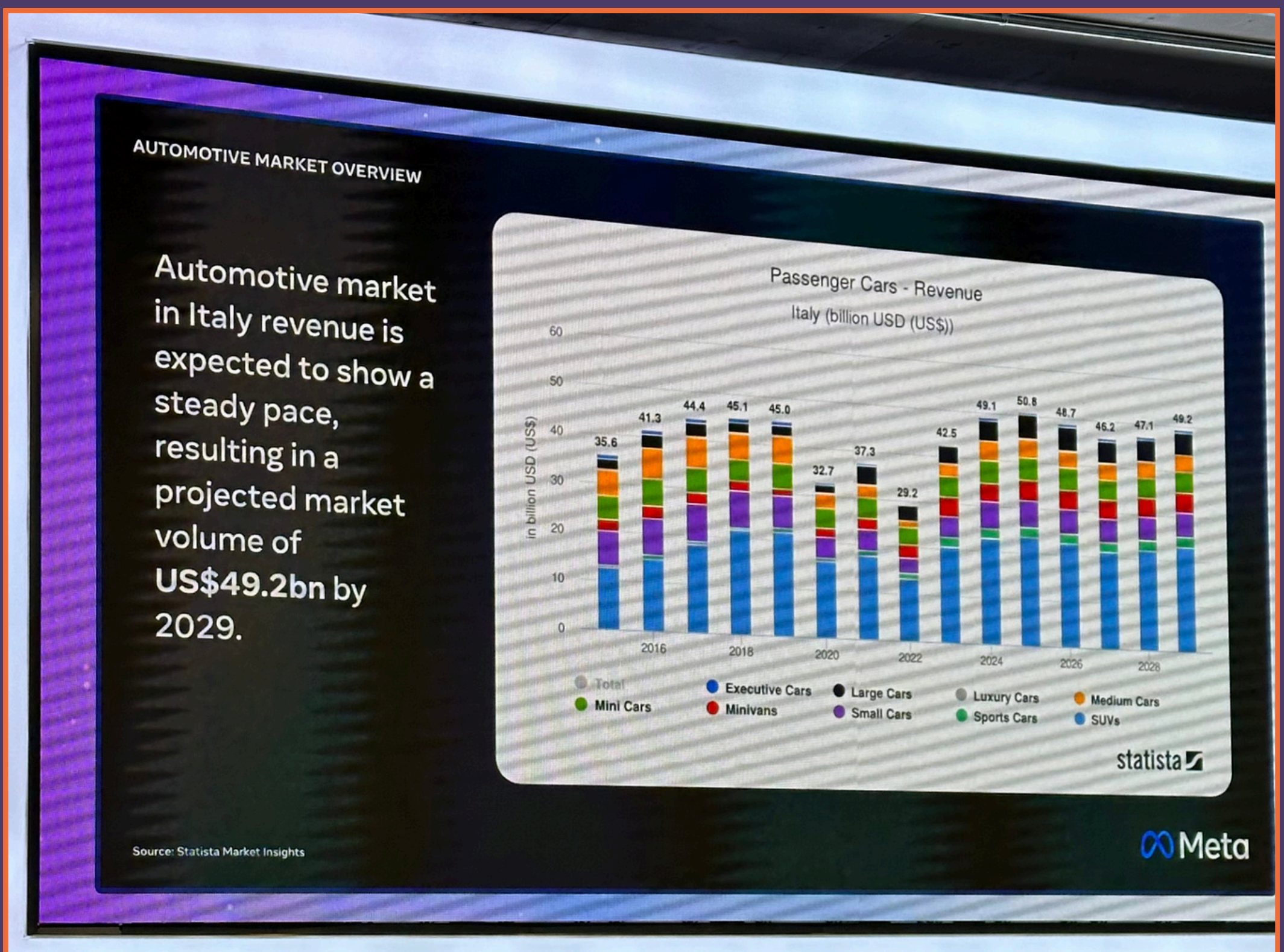
Noi di Secret Key c'eravamo 📍





Si prevede che il mercato automotive **rimarrà in contrazione fino al 2029.**

Di seguito le vendite passate e future suddivise per tipologia di vettura.

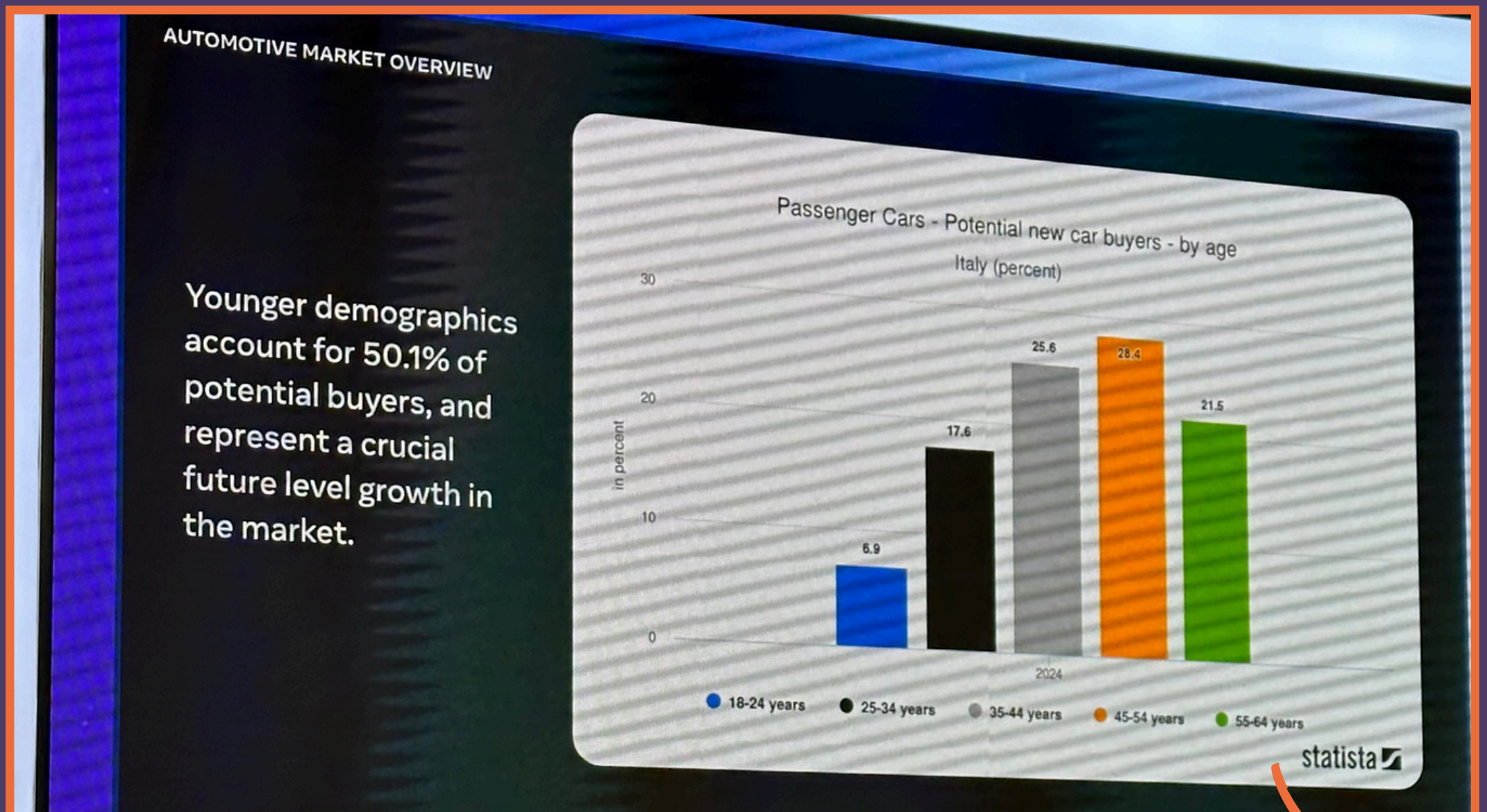




I consumatori automotive italiani si dividono nelle seguenti fasce demografiche:

- **45-54 anni - 28,4%**
- **35-44 anni - 25,6%**
- **55-64 anni - 21,5%**
- **25-34 anni - 17,5%**
- **18,24 anni - 5,9%**

Fondamentale lavorare sui due cluster più giovani per sviluppare il mercato futuro.

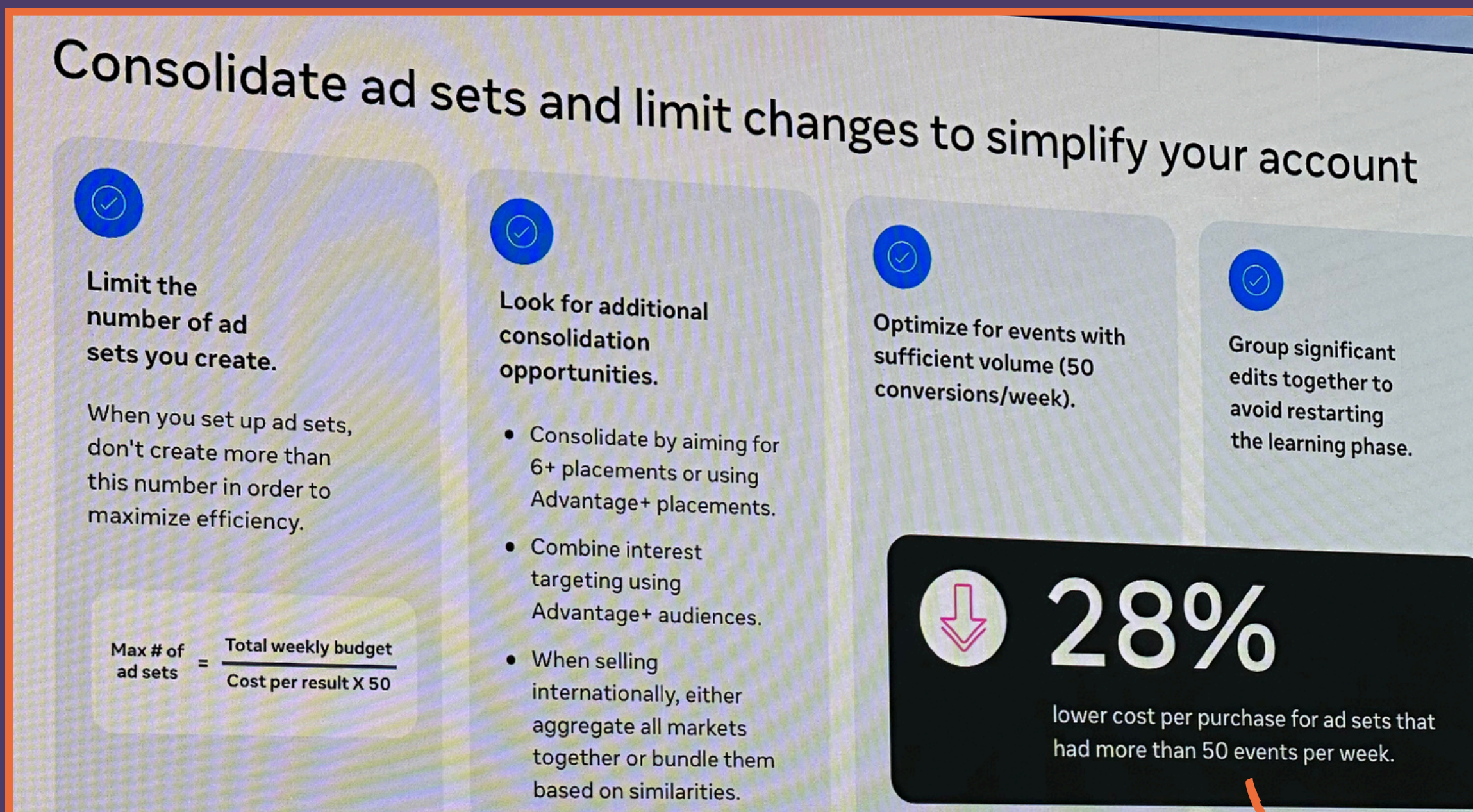




Aggregare gli Ad Set e limitare il numero di modifiche per non far ripartire la fase di apprendimento dell'algoritmo.

Sfruttare le Advantage+ e impostare l'ottimizzazione per eventi soddisfacendo il **requisito minimo di 50 eventi a settimana.**

Le campagne con questa impostazione ottengono un risparmio del 28% sul CPA.



Consolidate ad sets and limit changes to simplify your account

-  **Limit the number of ad sets you create.**
When you set up ad sets, don't create more than this number in order to maximize efficiency.
$$\text{Max \# of ad sets} = \frac{\text{Total weekly budget}}{\text{Cost per result} \times 50}$$
-  **Look for additional consolidation opportunities.**
 - Consolidate by aiming for 6+ placements or using Advantage+ placements.
 - Combine interest targeting using Advantage+ audiences.
 - When selling internationally, either aggregate all markets together or bundle them based on similarities.
-  **Optimize for events with sufficient volume (50 conversions/week).**
-  **Group significant edits together to avoid restarting the learning phase.**

 **28%**
lower cost per purchase for ad sets that had more than 50 events per week.



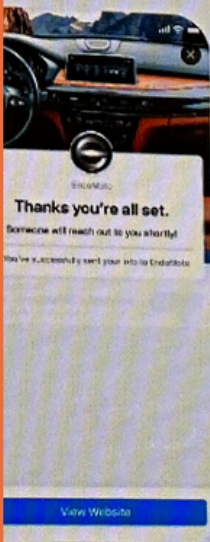
Le **campagne Lead Ads** consentono di acquisire nuovi clienti in maniera frictionless e con CPL nettamente più bassi.

Le tipologie di lead ads consigliate sono 3:

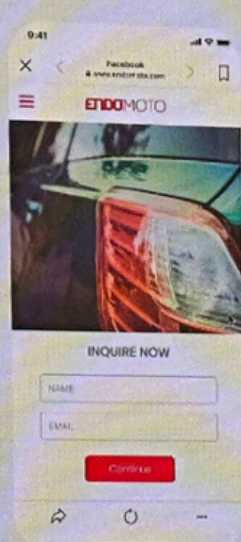
- **lead ads con instant form e website form**
- **lead ads x messaggio whatsapp o instagram**
- **lead ads x chiamata telefonica**

Lead ads can help you reach new customers, flexing across destinations to meet user preferences

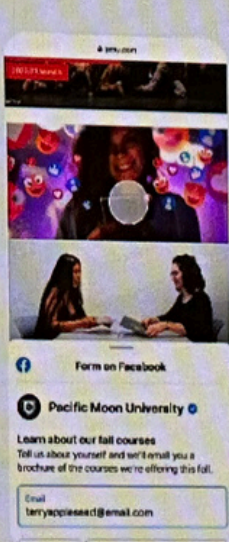
LEAD ADS WITH FORMS



Instant form



Website form

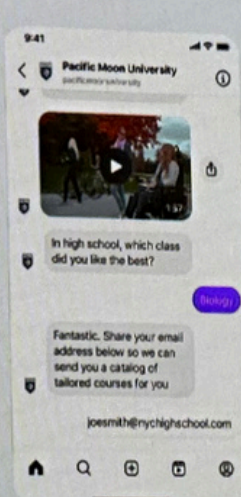


Instant form add-on

LEAD ADS THAT CLICK TO MESSAGE

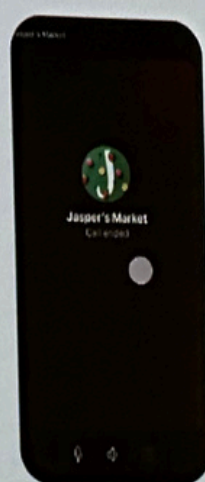


Messenger



Instagram chat

LEAD ADS WITH CALLING

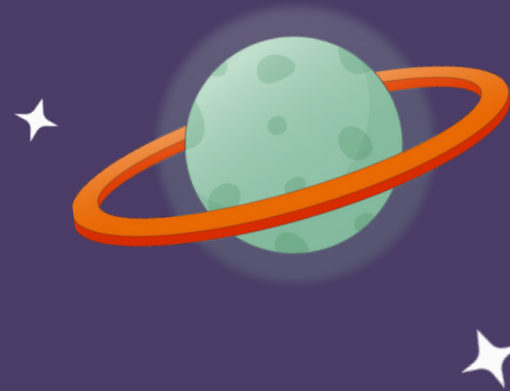


Call ad



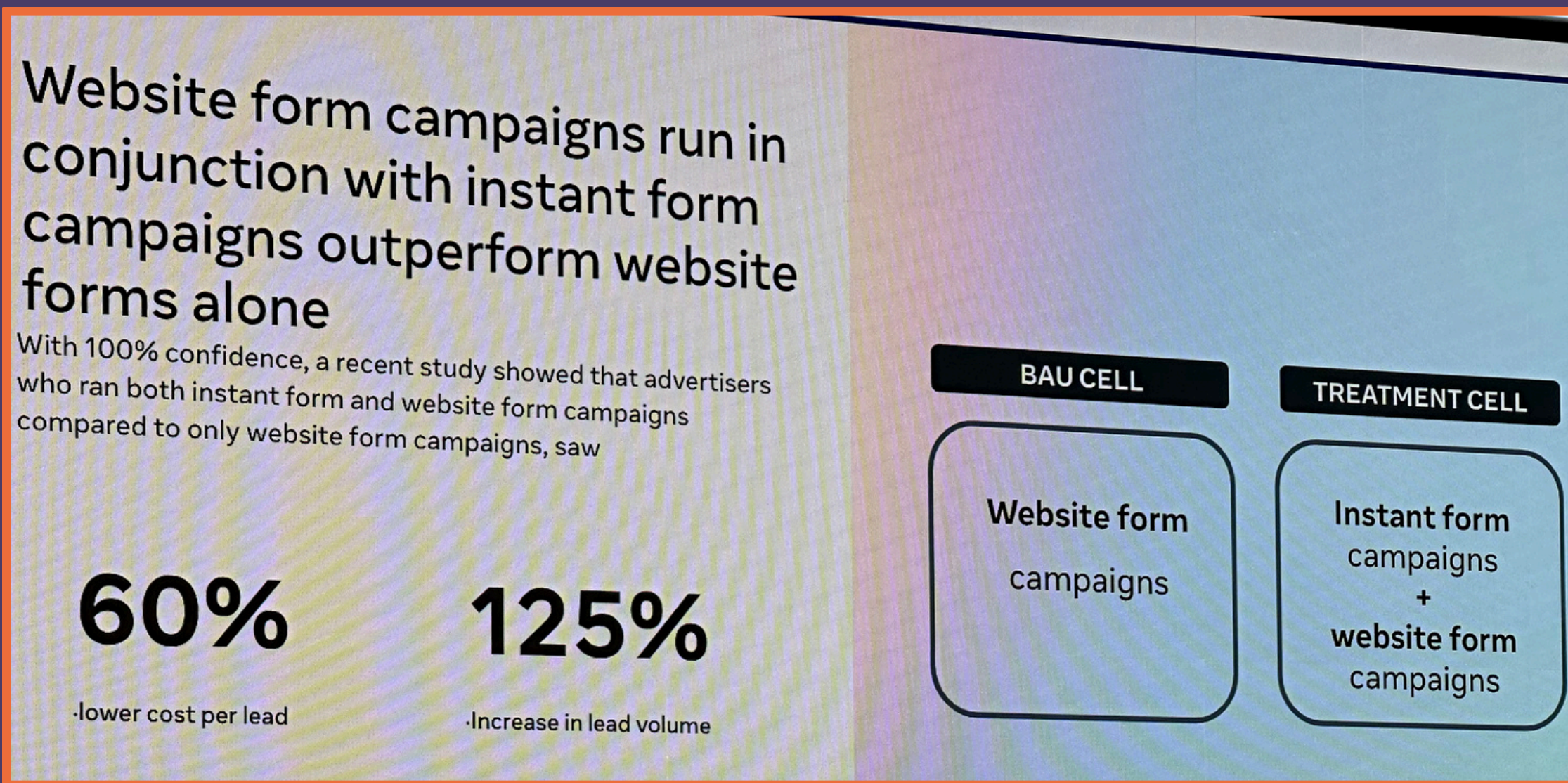
Call add-on





Gli account dove sono presenti in combinata **Website Form e Instant Form** ottengono un lift di performance notevole:

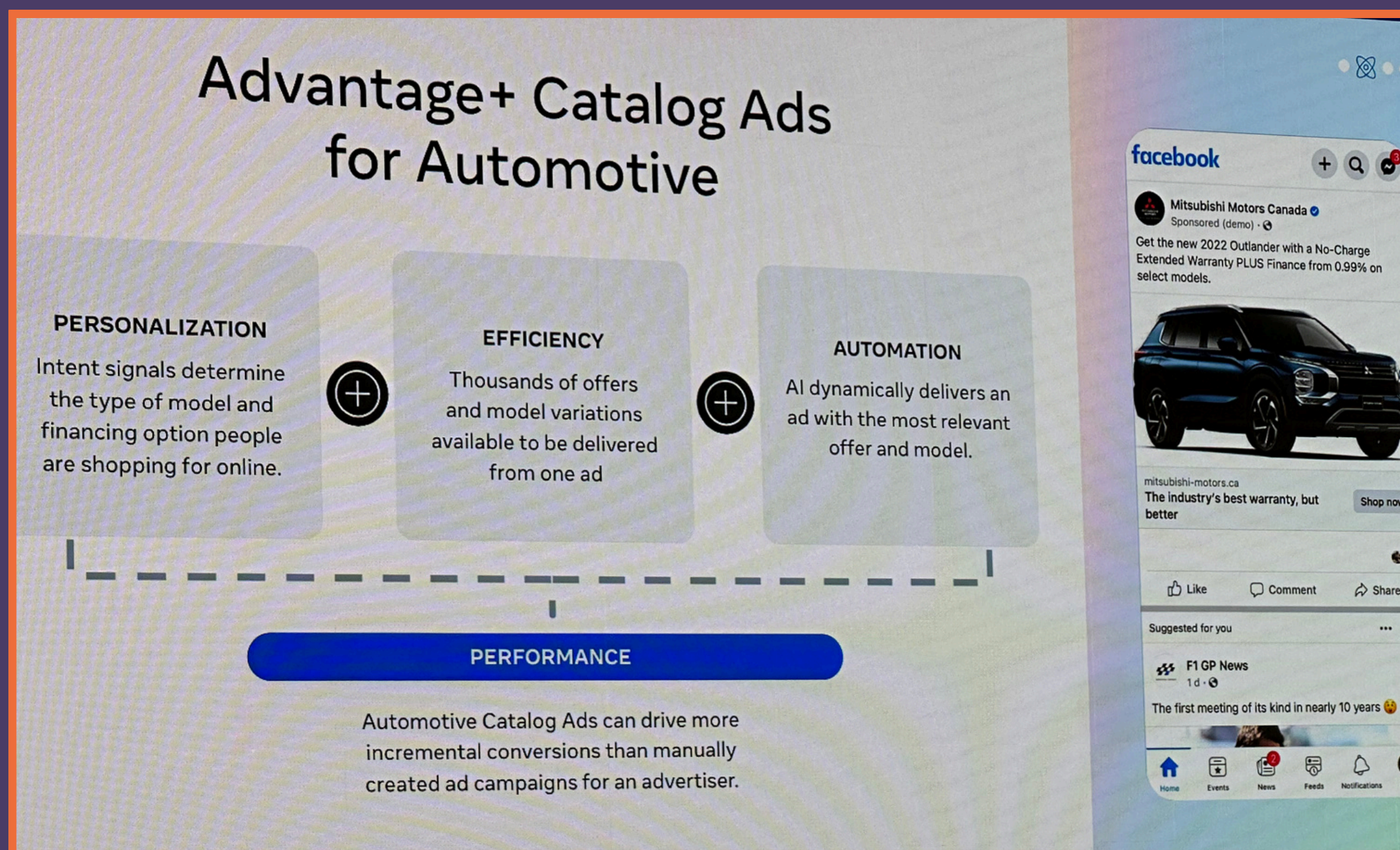
- **costo per lead inferiore del 60%**
- **incremento dei lead del 125%**





L'utilizzo del catalogo dinamico (come nelle campagne per il fashion ad esempio) permette una maggiore personalizzazione degli annunci mostrando a ogni utente la macchina perfetta per lui.

Risultato: risparmio di tempo e possibilità di ottenere conversioni incremental.

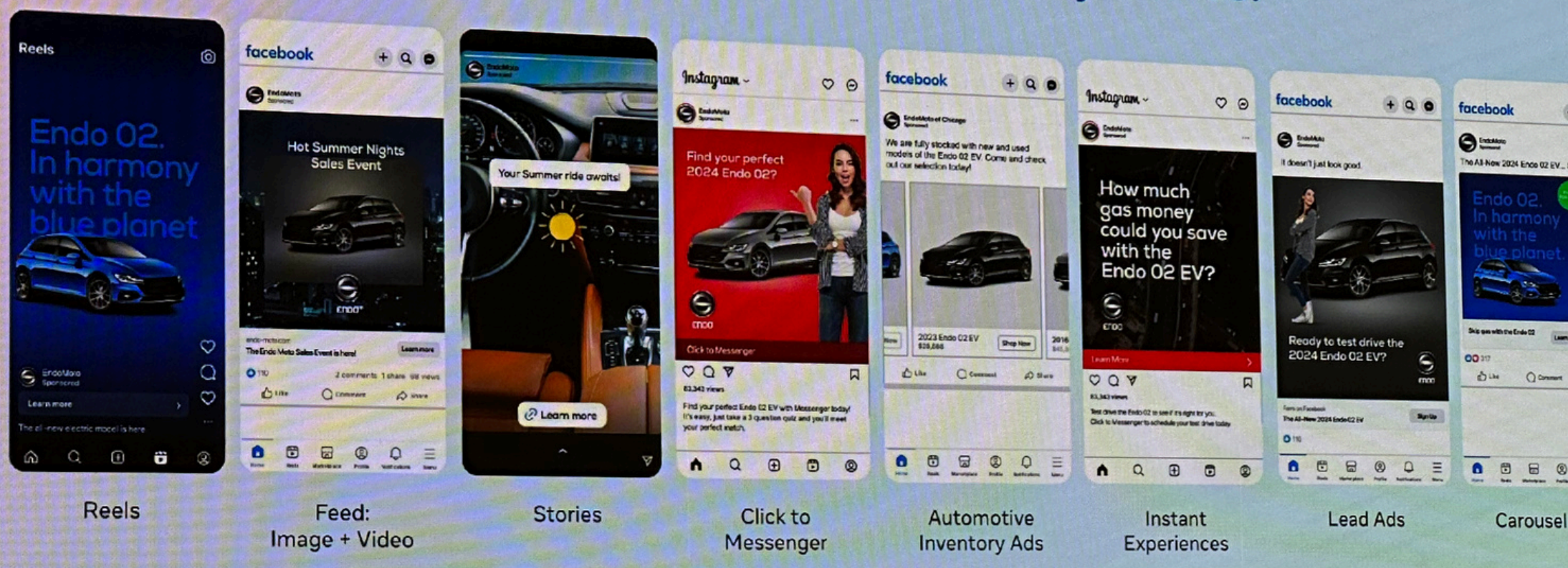




La creatività è il nuovo strumento di **targeting**.

Diversificare consente di far lavorare meglio l'algoritmo incrementando le performance.

help dealers' needs and objectives:

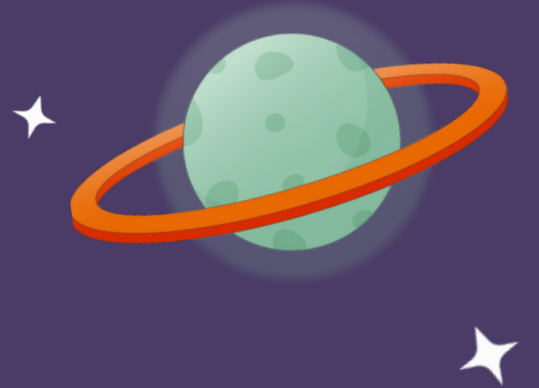




BEST PRACTICE CHECKLIST

- ☒ Combine Static + Video
- ☒ Brand in first few seconds
- ☒ Clear message
- ☒ Design for Sound on/off
- ☒ Keep it short
- ☒ Frame for mobile

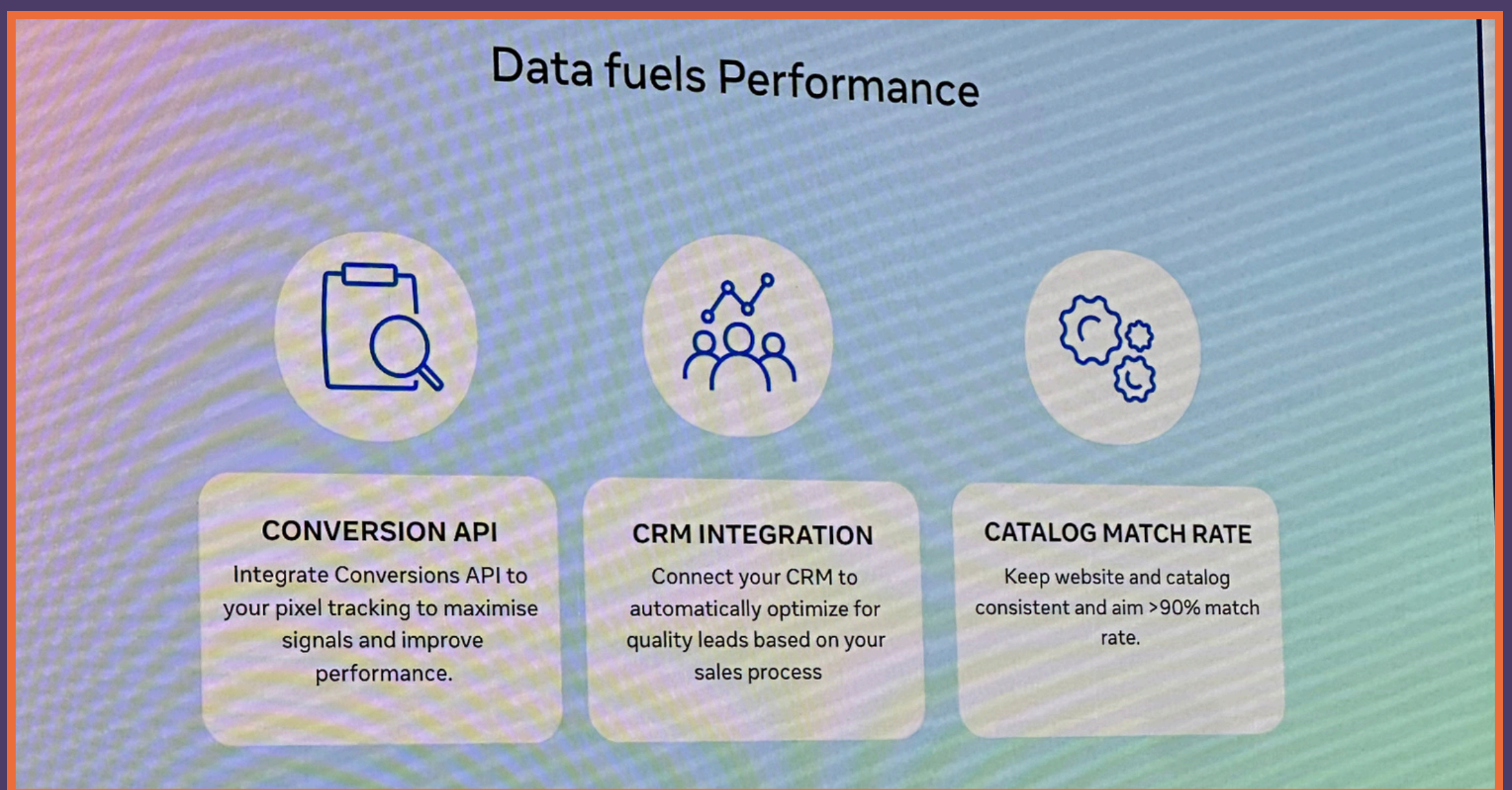




I dati alimentano le performance!

Conversion API, integrazione con il CRM e Catalog Match Rate sono fondamentali.

Sfruttare questa triade rappresenta la soluzione ottimale per Meta Ads.

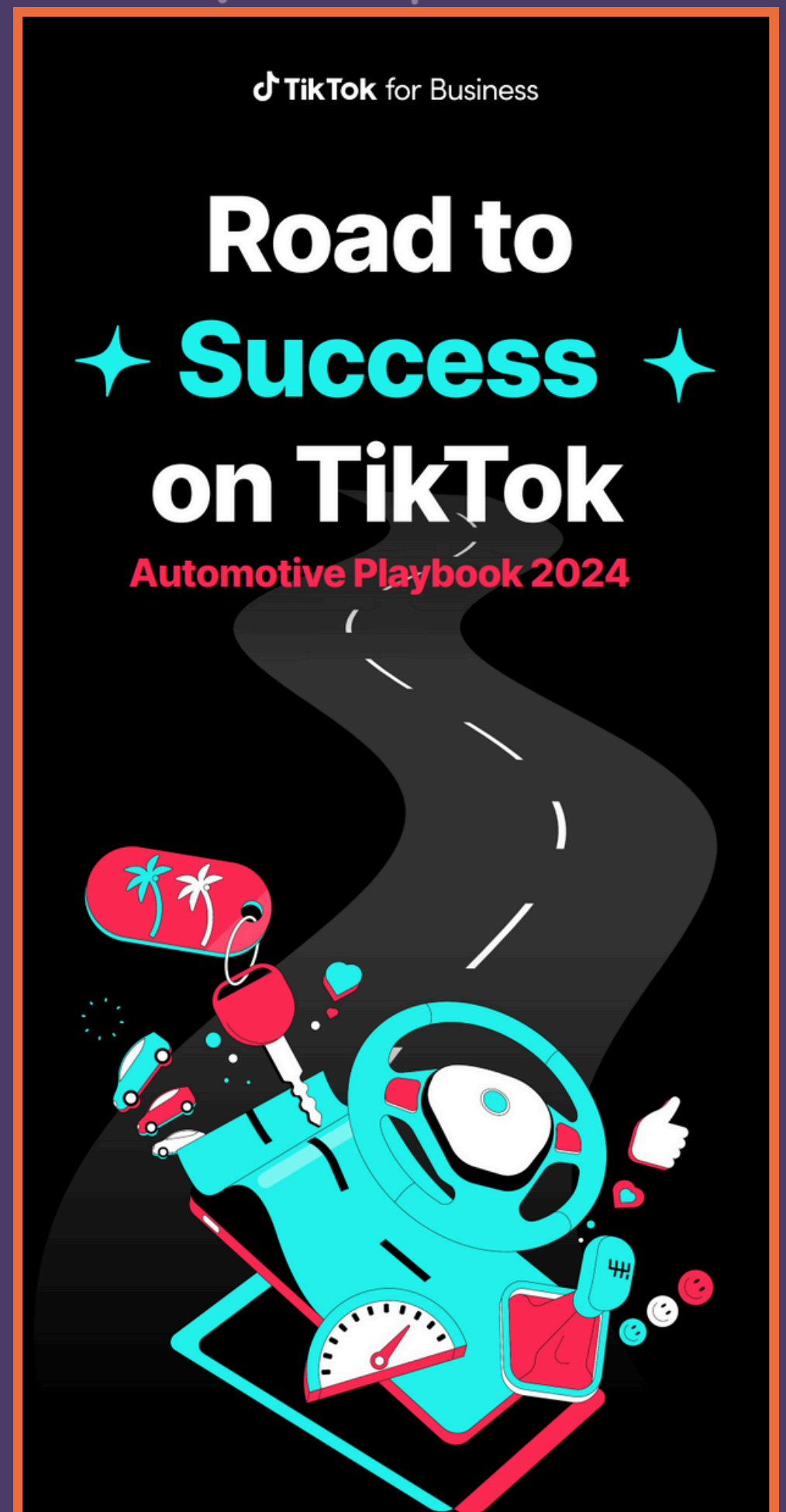


Nota bene: nella presentazione completa di oltre 40 pagine ti mostriamo come attivare queste 3 features e i vantaggi che si possono ottenere concretamente. Leggi fino alla fine!



Passiamo ora ai consigli forniti da **TikTok che ha realizzato un apposito playbook di 15 pagine** con una serie di consigli specifici per l'automotive.

Uno dei motivi principali per cui ha senso inserire **TikTok nel proprio Marketing Mix** è il fatto che **il 25% dei suoi iscritti sono esclusivi**, poiché non utilizzano altri social media e quindi non sono raggiungibili con Meta Ads e Google Ads (YouTube).





Su TikTok ci sono molteplici **car enthusiasts** con interessi diversi. Ciò implica l'utilizzo di **angle e creatività specifici a seconda del target.**

TikTok Automotive Playbook | Road to Success on TikTok

Decoding the Car Community on TikTok

TikTok's car community spans multiple types of enthusiasts:

Upgraders

Those looking to elevate their lifestyle with a new vehicle choice.

Speed Enthusiasts

Motorsport fans driven by a passion for high-performance vehicles.

Drivers of Tomorrow

Young, aspiring drivers just beginning their car journey.

Conscious Car Drivers

Eco-conscious users exploring electric and sustainable vehicle options.

Functionalists

Practical-minded users focused on reliability and utility.

Premium Purchasers

Those drawn to luxury brands and the finer details of high-end vehicles.

TikTok

TikTok Automotive Playbook | Road to Success on TikTok

Tell Stories That Captivate

Engage your audience with narratives that are informative, entertaining, and authentic. These popular video styles can help your brand stand out on TikTok:

Popular

Before & After

Showcase transformations, like a car's journey from repairs to polish.

Real People Introduction

Introduce real people who share personal stories about cars or services.

Tips & Hacks

Offer useful car maintenance tips or industry insights that add value.

Skits

Share information through humorous or relatable skits to keep it light and fun.

Unique

Car Dancing

Make cars "dance" to music, showcasing impressive driving skills.

Music Video

Turn ads into music videos with catchy, original lyrics.

Close-up of Specific Features

Focus on key car details, like polished finishes or sleek interiors.

Memes

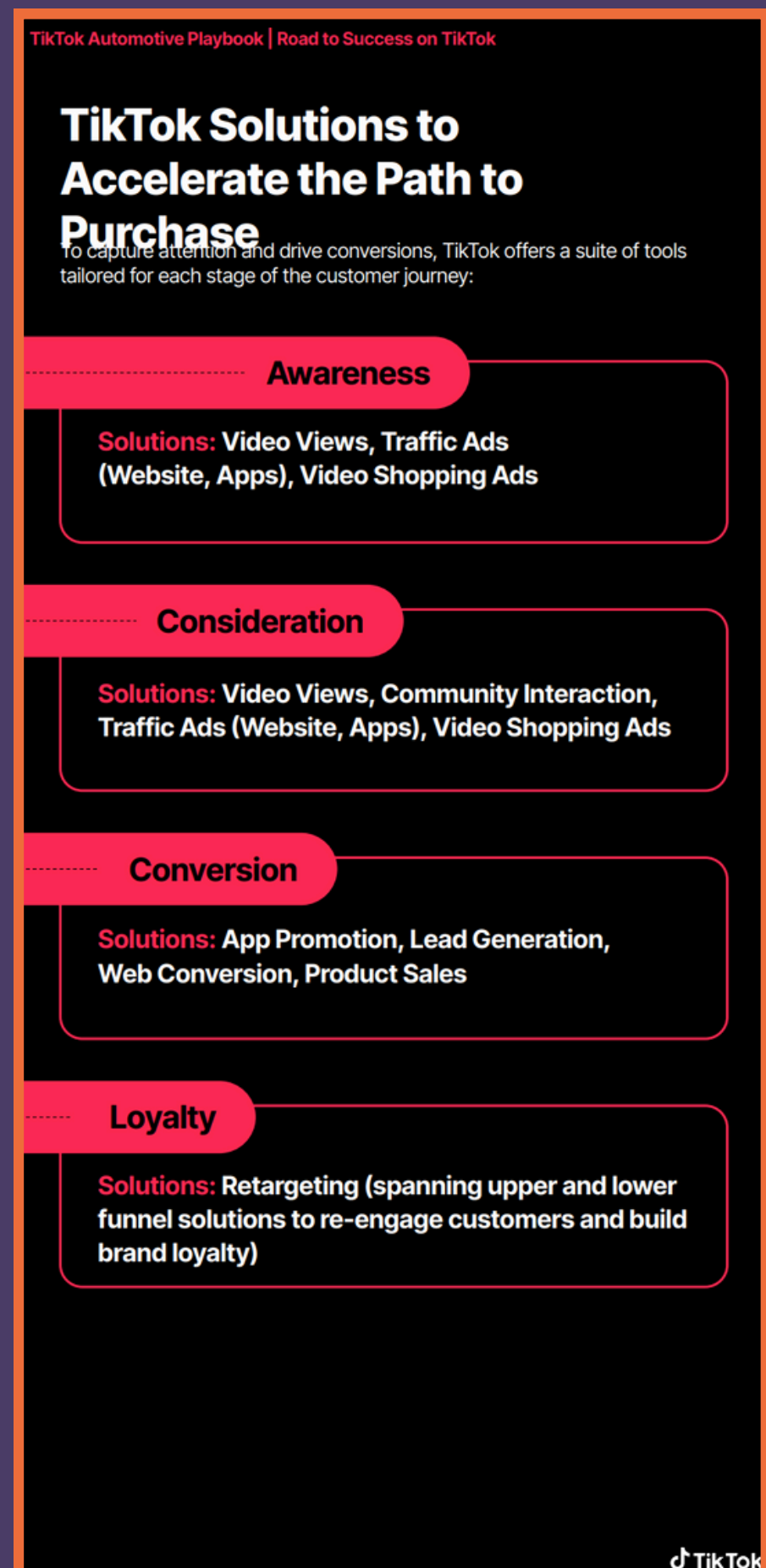
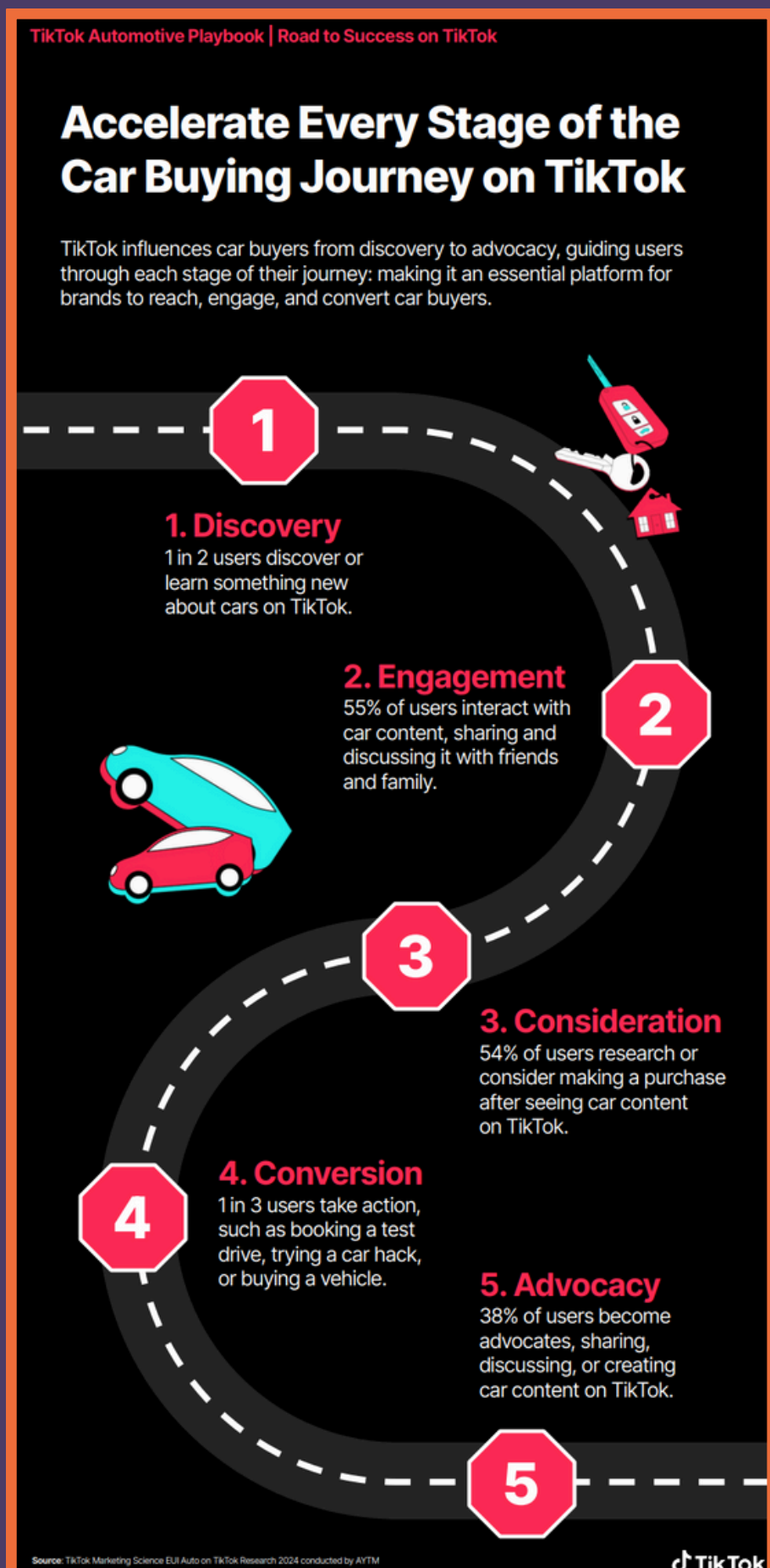
Bring humor to your content with meme-inspired videos.

TikTok





TikTok entra in gioco nel processo di acquisto di un'auto in 5 fasi (le classiche), ognuna delle quali implica **l'utilizzo di soluzioni e obiettivi idonei.**



SecretKey[🔑]



Vuoi ottenere l'accesso completo alle presentazioni di Meta e TikTok (oltre 40 pagine di consigli e best practice) e scoprire tutti i report avanzati per far decollare la Lead Generation della tua azienda?

Clicca qui 🖱️

Automotive Advanced Lead Gen