Automaker Generates Unprecedented Engagement on Facebook

Challenge: The automaker wanted to recognize, segment and target owners and prospects more accurately on Facebook to provide a consistent brand experience across channels. The company sought to leverage the investment – and rich information – in its CRM ecosystem to drive greater efficiency and results in digital marketing.

Solution: Acxiom used the automaker's owner data and Acxiom's Automotive Audience Propensities models to develop highly targeted audience segments for Facebook. Using first-party onboarding, the automaker served promoted posts to specific account holders.

Results: When introducing next year's model of a popular truck, the campaign generated four times the usual click-through-rate for Facebook. Cost-per-click was the lowest for any initiative the automaker had launched on Facebook.

acxiom.

Omni-channel

customer acquisition

Utilized Audience Propensities

to develop highly targeted audience segments

As a strategic data partner, Acxiom provided guidance and unique data management solutions to assist the automaker with increasing its digital marketing results.

Ability to target posts toward

specific consumers

Developed greater efficiency

across multiple channels

Pinpoint best prospects

Bank with airlines reward cards sees **64% reach** and 4,248 cards approved

Augment **with Acxiom data**

National lifestyle publisher sees 25% increase in response rates with 200% ROI increase

Use **Acxiom Digital Audiences** to actively engaging consumers with the ads relevant to their daily lives

Acxiom data outperforms

Global toy company sees 24% higher PTA (people taking action) with Acxiom data vs. Facebook interest segments

Click-through rates

Major automaker sees 4x click-through rate with a low cost per customer

Succeed with Acxiom Digital Audiences.
Email dataguru@acxiom.com and begin your journey to higher-performing campaigns.