

# Automaker generates increased engagement on Facebook

Case Study | Auto

The auto company wanted to engage owners and prospects more accurately on Facebook and provide consistent brand experiences across channels while also leveraging its investment and the rich information within in its CRM ecosystem to drive greater efficiency and results in digital marketing.

## OUTCOME

**4X** greater CTR

**↓ CPC** Produced the lowest cost-per-click for any initiative the automaker had launched on Facebook

## HOW

Used the automaker's owner data and Acxiom's predictive automotive models to develop highly defined audience segments for Facebook. Using first-party onboarding, the automaker served promoted posts to specific account holders.

- First-party data
- Acxiom data
- Modeling and Segmentation

