

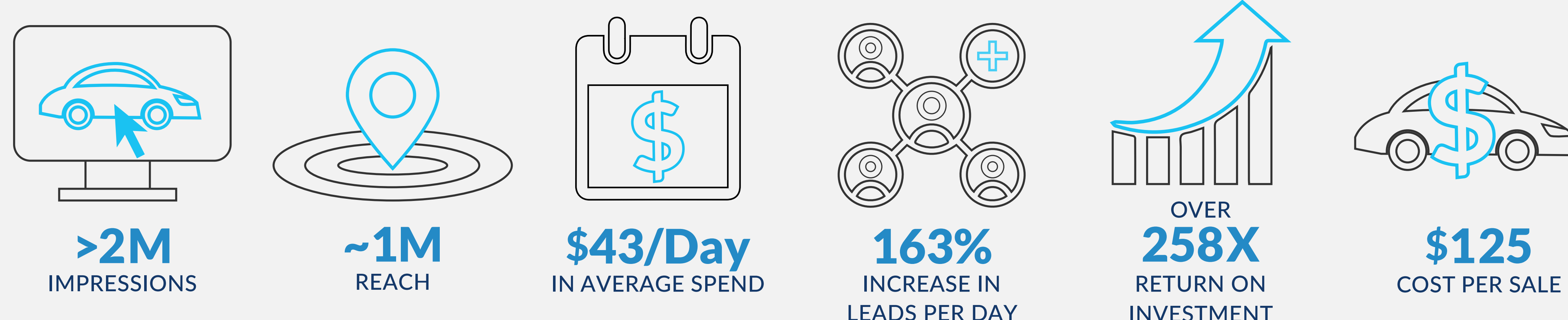
PASSPORT AUTO GROUP

Finding Measurable Sales with Facebook Marketplace Ads

Passport Auto Group's Story

Passport Auto has been servicing the DC metropolitan area for almost 30 years with their 9 dealerships. Located in Virginia and Maryland, their franchises include BMW, Nissan, INFINITI, MINI, Toyota and Mazda and they've built a stellar reputation on superior customer service. Committed to their communities, they have an unwavering mission to help their customers achieve their goals.

Campaign Highlights



AutoSweet + Passport Auto Group

Passport Auto partnered with AutoSweet to try on-Facebook destination for automotive inventory ads.

These ads are a powerful new way to get new and used inventory, a dealership's primary product, in front of a social media audience.

The ads only display active inventory because AutoSweet syncs each dealer's inventory catalog with Facebook on an hourly basis, so there's no need for the dealership to worry; if they make a change to the image set or price, if they add or delete a vehicle, AutoSweet updates their catalog.

These ads create more engagement because they are advertised to a broader audience and the interaction is an in-app experience.

The ads for this trial were delivered on mobile and desktop not only to Facebook Marketplace, but also to Facebook's News Feed, Search Results and Stories.

On-Facebook destination inventory ads allow the buyer to message the dealer directly, simplifying lead generation so the buyer can focus their interaction on asking what's important to them and not on filling out a form. Because the ads are automotive inventory ads, the product that the buyer was looking at is added to the lead. And lastly, because the interaction between the dealer and the buyer is through Facebook Messenger, it's quick and trusted by the buyer.

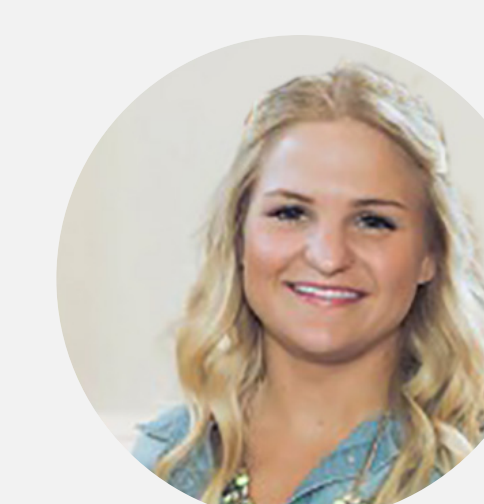
AutoSweet + Passport Auto Group continued >

PASSPORTAUTO

"AutoSweet makes measuring the performance of our marketing campaigns a breeze. Their dashboard gives us immediate insight into important KPIs like open and click through rates, conversion rates and the hugely important performance indicator, Sales!

Seeing how each of our dealerships perform with their chosen marketing by spend and actual measured sales from our DMS is invaluable to helping us make decisions about where to spend our marketing dollars.

The team at AutoSweet is responsive and helpful and we are grateful to have them on our team."



Chesney Hellmuth Floyd
Marketing Manager,
Passport Auto Group

“These ads create more engagement because they are advertised to a broader audience and the interaction is an in-app experience.”

AutoSweet + Passport Auto Group

Because AutoSweet is a certified partner with over 30 other Dealer Management Systems, we are able to synchronize sales transaction data with Facebook so that true ROI can be measured. In the Passport Auto campaign, we measured over 44 transactions that came from the expanded Facebook audience that produced over \$1.4M in dealership revenue on \$5,500 in ad spend. That incredible 258X return on investment coupled with 163% increase in lead activity is nice to see and provides a particularly great reason to advertise on Facebook with this new ad format.

AutoSweet is certified with all major DMS providers, such as CDK Global, PBS, AutoSoft, Frazer, and DealerCenter. AutoSweet has completed the certification process in the Reynolds Certified Interface (RCI) Program.

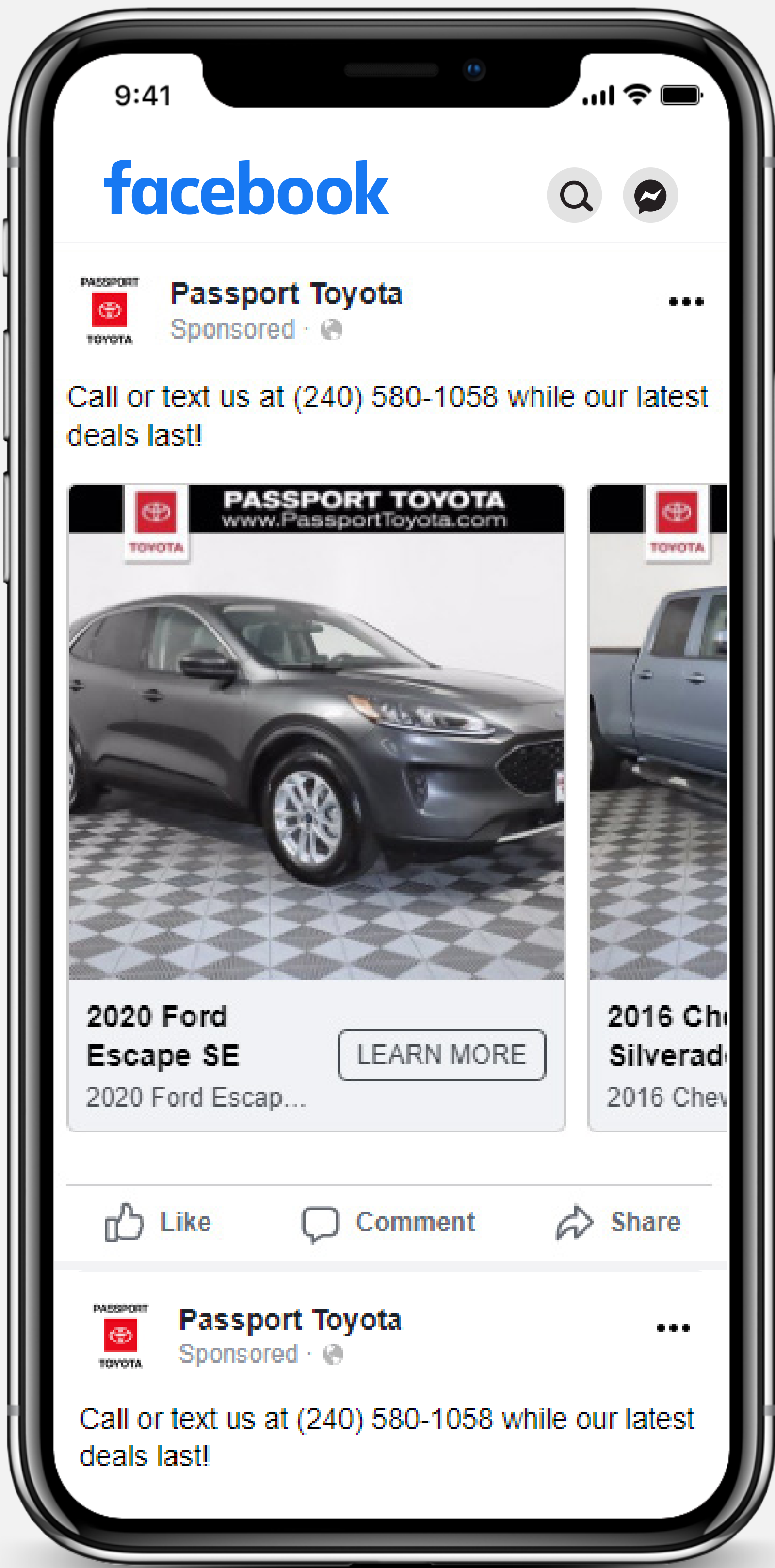
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Facebook Marketplace Examples

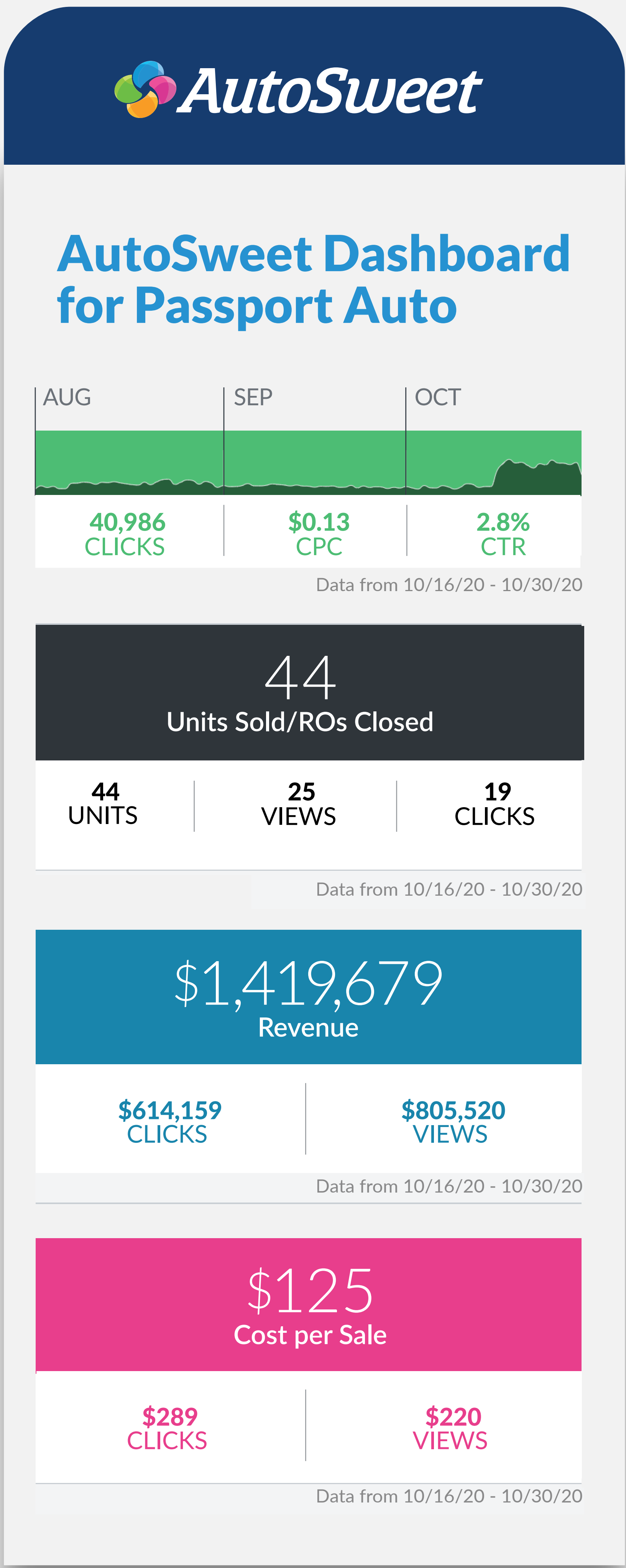


In-App Messenger - Lead Details

**This is a real time messenger conversation therefore personal information has been removed.*



Automotive Inventory Ad



Call or email for your free online audit: (614) 908-2818 or Sales@AutoSweet.com