makemereach

Facebook Lead ads drive results for Toyota

TOYOTA

Toyota Motor Corporation is **the world's largest automobile manufacturer by volume**. Established in 1937, Toyota is a household name almost everywhere.
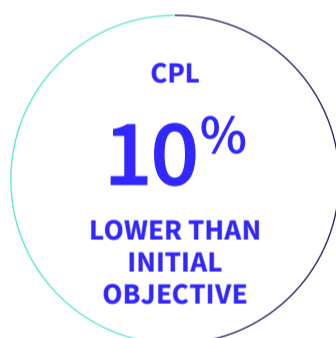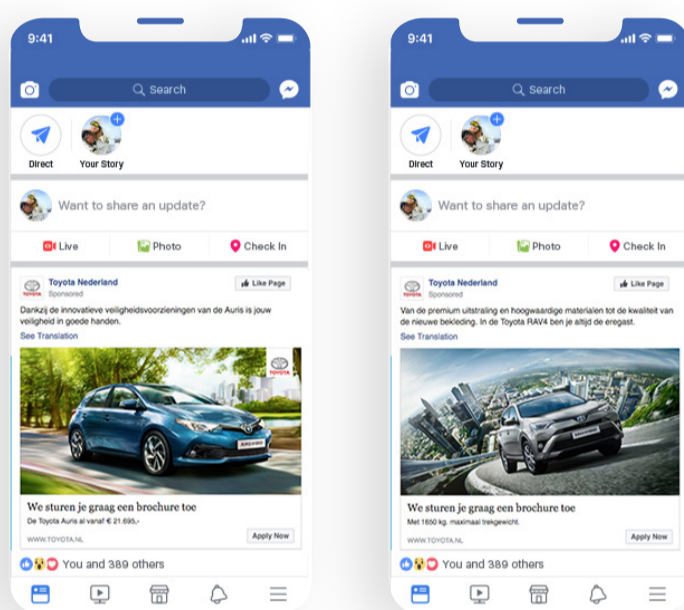
socialyse

Socialyse Netherlands is the regional arm of **Havas Group's social media pure player**. Harnessing data to analyze human behavior and measure outcomes, Socialyse offers a variety of skills and disciplines that are indispensable to achieve a solid social media presence.

Driving results

For a few years now, Facebook Lead ads have been the star ad format for automotive advertisers. Socialyse worked with Toyota to **build audiences based on interest in car-related keywords and the names of competitor brands**. Custom audiences were also created, based on segmentation of past Toyota website visitors and additional lookalike audiences based on the profiles of these visitors.

Across the hundreds of Lead ad campaigns Socialyse ran for Toyota on the **MakeMeReach platform**, the large number of creatives showcased the features of the individual car models, in real-world settings.

82M
IMPRESSIONS

35K+
LEADS
FOR TOYOTA

CPL
10%
LOWER THAN INITIAL OBJECTIVE

Across these Lead ad campaigns Toyota saw **impressive results**. With **over 82 million impressions**, Socialyse was able to **collect more than 35 thousand leads** for Toyota. Added to that, across several hundred Lead Ad campaigns, Socialyse managed to keep an average overall **Cost-per-Lead (CPL) of just over 10% lower** than the initial objective set by Toyota.

Thanks to the MakeMeReach platform

Quickly create a range of creatives

The platform allowed Socialyse to create a range of creatives in just a few clicks, ensuring A/B testing was thorough across all campaigns. With every possible combination of the chosen title, text, image and call-to-action generated in a matter of seconds, Socialyse could effectively identify the best performing creatives and keep CPL low.

Automation Center gives campaigns a boost

The MakeMeReach Automation Center allowed Socialyse to create a set of automatic rules around their goal of optimizing CPL, including reallocating budget across ad sets and updating bid value at the ad level.

Easy monitoring and live reporting

The MakeMeReach homepage is fully customizable and Socialyse combined different graphs and tables on the dashboard to keep a quick overview of the metrics that mattered. The ability to share this dashboard in real-time with Toyota made agency life easier.

Rik Boin - Programmatic Consultant - Socialyse.

"MakeMeReach makes it possible to manage big budget campaigns with a lot of variables and different audiences. The platform saved us a lot of time and helped maximize performance. On top of that, it's great working with the MakeMeReach team, both support requests and innovative suggestions are handled swiftly."