

PHD

# Mercedes-Benz **Certified**

Premium occasions



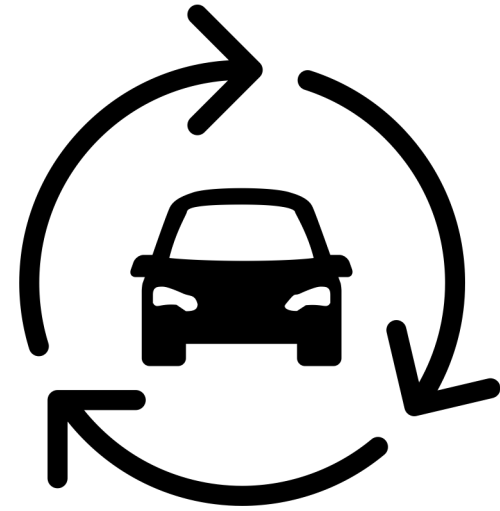
## Mercedes-Benz Certified Cars Automotive Inventory Ads

AMMA 2023

by Neil Vincent

09.05.2023

# Business challenges

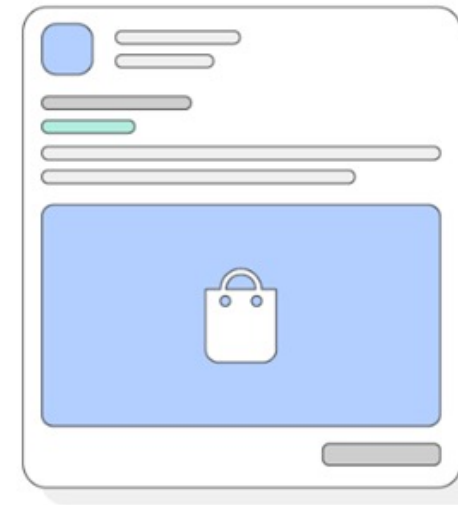


**Increasing demand  
for secondhand cars**

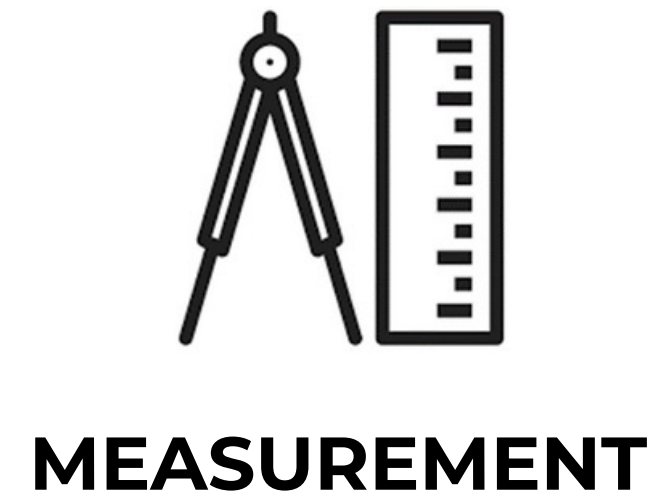


**Maximising sales for the large number  
of available Certified Cars**

**A radical  
rethink of our  
communication  
approach was  
therefore  
required**



**FORMATS**



**MEASUREMENT**



**FEED**

# Feed optimisations



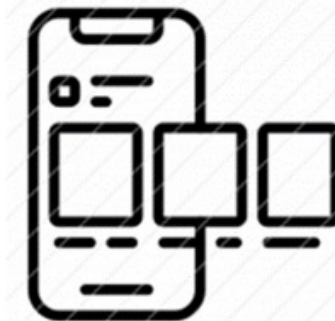
FEED



- **Meta policy compliance**
- **URL template for successful deep-linking**



- **Dynamic: Stock availability**
- **Static: Local dealership information**



- **Ad Format optimisation**
- **Images, copy, descriptions**
- **Meta Automotive Inventory Ads**

# Enriched user experience

- Improved car showcasing
- Price and location optimisation
- Dynamic delivery
- Real-time stock refresh



# Enhanced tracking approach

## Basic actions



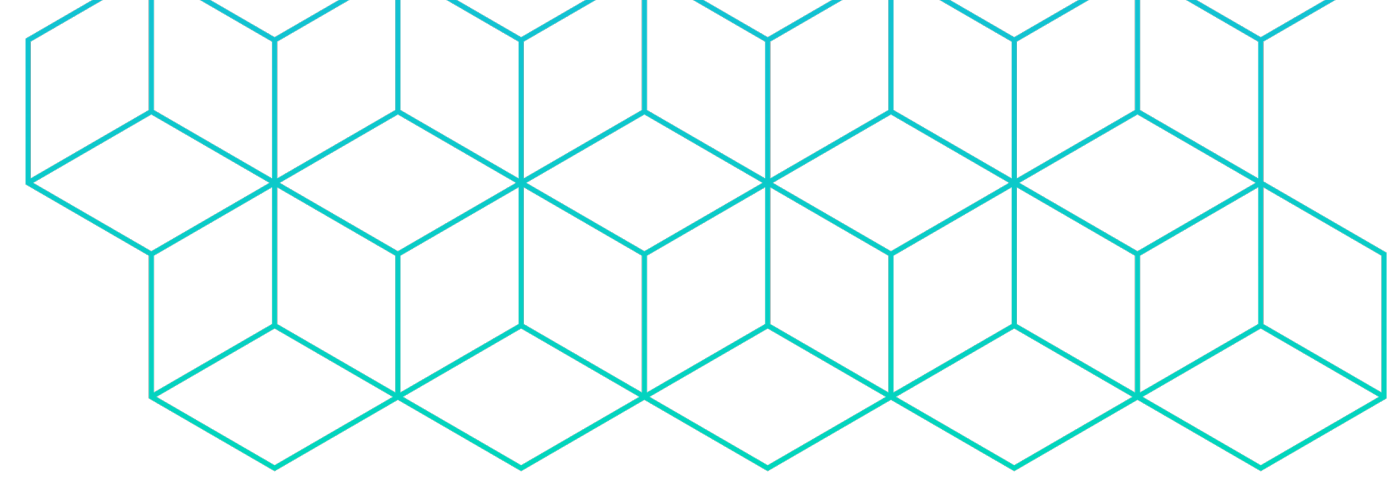
Vehicle views

## Detailed conversions

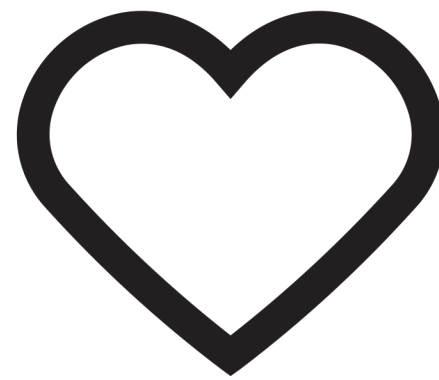


- ✓ Improved media optimisation & performance
- ✓ Enhanced data insights for dealerships

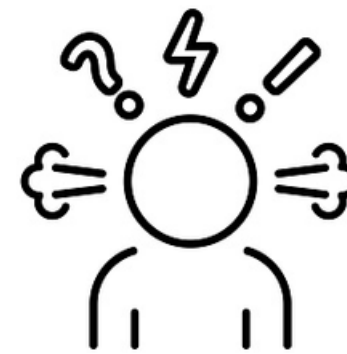
# Our added value



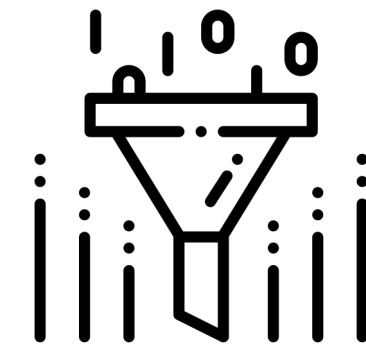
**INCREASED  
RELEVANCY**



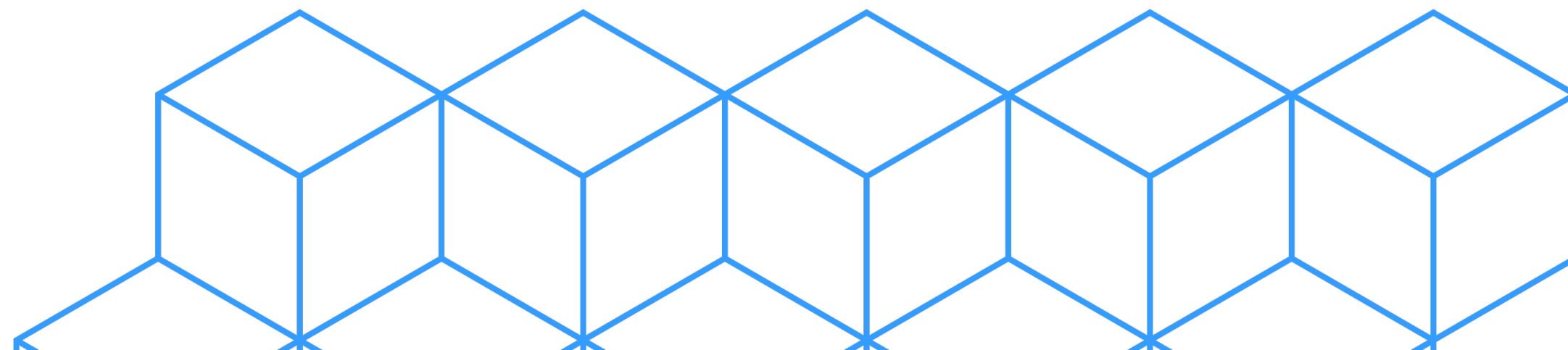
**GREATER  
USER ENGAGEMENT**



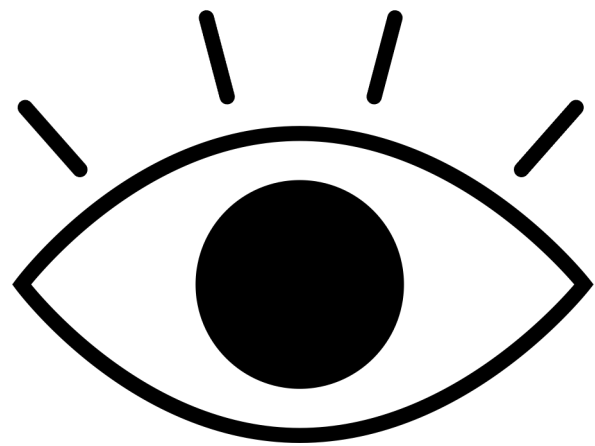
**ENHANCED  
USER EXPERIENCE**



**RICHER  
DATA INSIGHTS**

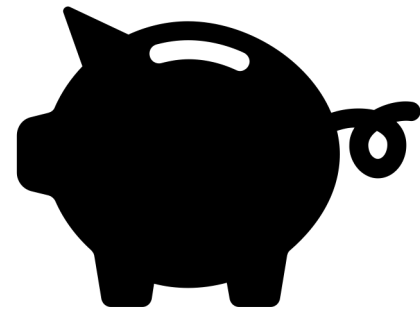


# Strong results, happy client



**-96%**

Cost per Landing Page View



**-70%**

Cost per Lead



**+175%**

more leads



**+487%**

Increase of contacts



# Why an AMMA?

**Multi-faceted performance optimisation**

**Business growth via effective media solutions**

**Win/win for the user, client and local dealerships**



phd

Thank you