Automotive:
Driving Demand to Local Dealers

The Showroom, a leading data-driven marketing partnership, boosted their creative impact and increased high-intent conversions by up to 3x for Toyota Canada local dealers using Junction AI.

Challenge

With COVID disrupting the market, new campaigns needed to ignite demand to generate flow through traffic to boost visits and inquiries for local dealers.

The Showroom team wanted to quickly identify and test copy to drive high intent conversions for the Toyota dealers for both auto purchases and parts & service.

Solution

The Showroom team had the benefit of an on-demand "AI data scientist" with Junction AI. They quickly established audience models using Toyota's 1st party data to drive accurate tests against their targeted audience across Google and Facebook.

The media team tested ad copy and predicted a better copy structure for their SEM and social campaign. The team quickly learned specific keywords and concepts that would impact the performance prediction.

The insights surfaced specific vehicle models and features, paint colors and copy enhancements predicted to improve impact. After incorporating these learnings, the team put the ads to the test on both platforms.

Results

The Google SEM campaigns for Retail and Parts & Service both saw an increase in conversion rate (CVR) with Parts & Service business seeing up to **131% increase in high intent conversions** and **cost per engagement decreasing by up to 51%**.

For Facebook, Junction AI ads captured **3x the volume of high intent conversions** with an **increase in CTR and decrease in CPC**.

Client Profile

Sector: **Automotive**

Google & Facebook Ads

More info: vision7international.com

The Showroom applied AI generated predictions to improve ad creative effectiveness. Junction AI enhanced the team's analytical capacity with on demand AI driven data science.

Impactful Results

Be Proactive

Insights to guide performance marketing

Take Action

Immediate and actionable analysis

Spend smarter

Drastically reduce time, costs and risk of failure