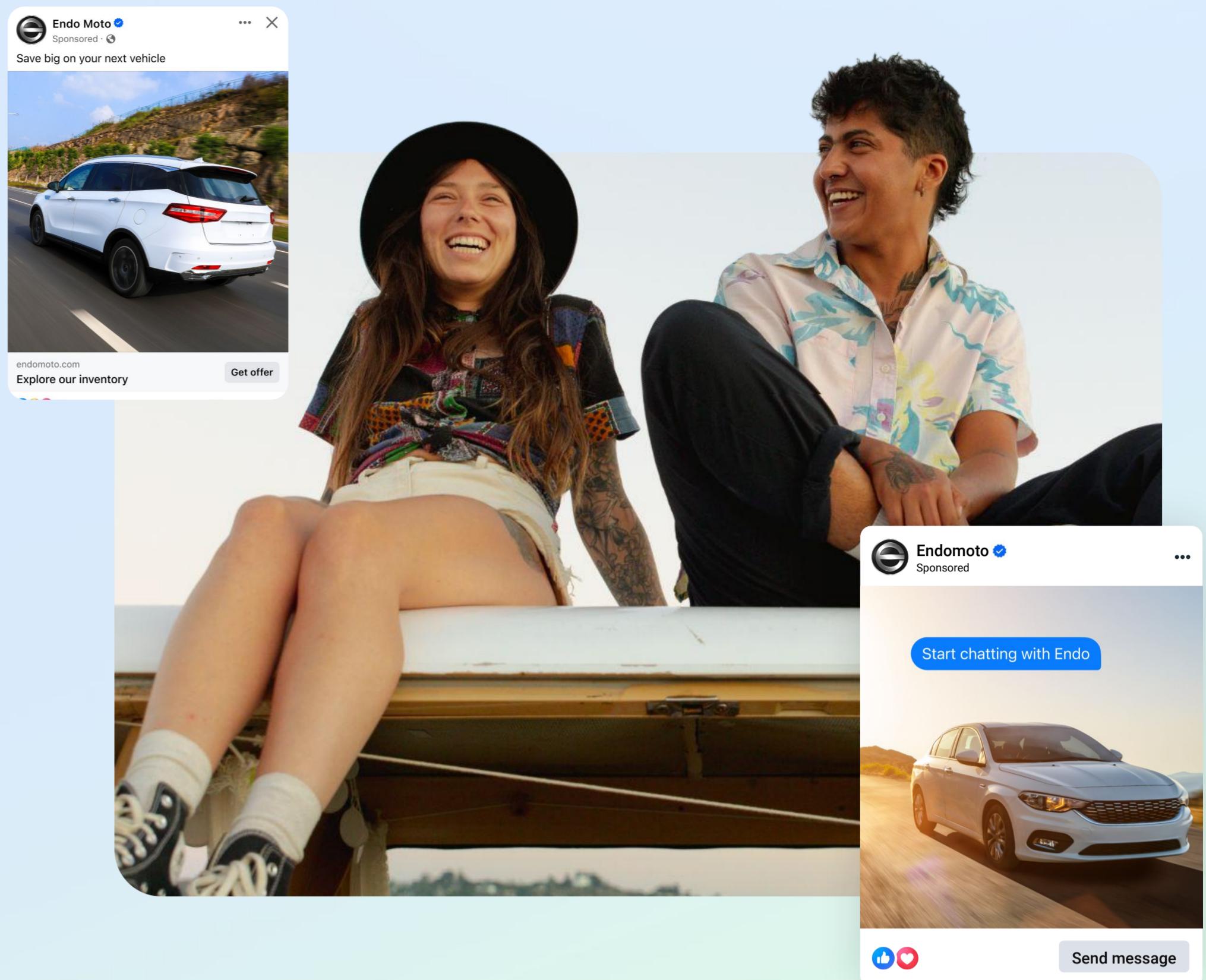


Lead generation best practices for automotive advertisers

Meta lead generation solutions help businesses create demand with high-quality prospects, and nurture those relationships to drive sales.



Moving leads through the customer journey is a unique process for every business. This guide is tailored to automotive advertisers. The recommendations throughout are based on the following principles to help you identify the best strategy and combination of tools for your business.

LEAD ACQUISITION

Creating and capturing interest of potential customers

 Generate leads across multiple types of lead ads

 Optimize acquisition with automation and AI

LEAD QUALIFICATION

Identifying prospects likely to convert

 Adjust user experience to drive different outcomes

 Invest in your first-party data strategy

LEAD NURTURING

Re-engaging potential customers

 Follow up with new leads quickly and clearly

 Set up a measurement plan to test and learn over time

LEAD MANAGEMENT

Retrieving and tracking your leads

 Operationalize lead management tasks

Common lead generation challenges for auto advertisers:

- **Customer Expectations:** Meeting high consumer expectations for personalized experiences and seamless interactions across various channels.
- **Market Competition:** Standing out in a crowded market with numerous manufacturers and dealerships competing for attention.
- **Lead Nurturing:** Effectively nurturing leads through long buying cycles, as purchasing a vehicle often involves extensive research and consideration.
- **Data Management:** Leveraging customer data to generate insights and tailor marketing efforts while ensuring compliance with privacy regulations.



Generate leads across multiple types of lead ads

Lead ad types represent different conversion locations, i.e. where you collect a lead's information after they click on your ad. Using multiple conversion locations can be an efficient way to achieve marketing goals at scale, and accommodate a range of customer preferences, like filling out a form, calling you directly, chatting on a messaging platform.

GET STARTED

Primary conversion location recommendations for automotive advertisers

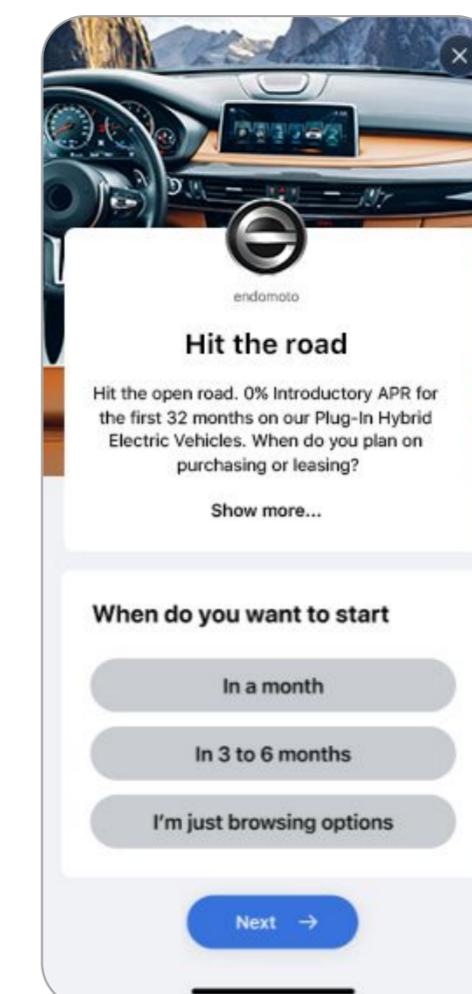
- Instant forms:** Make it easy for people to fill out a form directly from your lead ad. Instant forms are mobile-first, quick-loading forms that auto-populate answers for the person filling it out, and offer advertisers a variety of customization features.
- Website forms:** Drive people to your website and collect lead information there, giving shoppers access to full website details before they submit a form.

OPTIMIZE

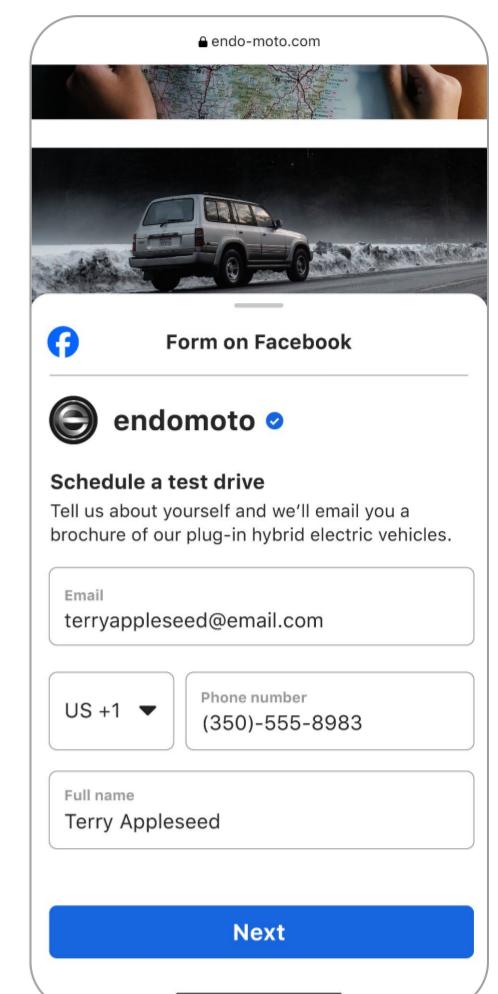
Diversify with a secondary conversion location to help increase reach and lead volume while keeping cost per lead low.

- Destination optimization ("Instant forms and Messenger" conversion location):** Create one campaign that will optimize delivery to active shoppers using either an instant form or Messenger, based on user preferences.
- Instant form add-on or call add-on:** With website forms, send active shoppers to your site, where an easy-to-fill-out instant form shows up on the bottom of the page. A potential buyer can browse your full website, or dive deeper into the vehicle or model page and simultaneously submit the form.

[NEW] Destination optimization is now compatible with a catalog creative source, therefore can be used with automotive inventory ads or automotive model ads.



Instant form



Website form +
Instant form add-on

Visit the Help Center

- [Learn more about website forms](#)
- [Learn more about instant form add-on](#)
- [Learn more about instant forms](#)
- [Learn more about destination optimization](#)



Optimize acquisition with automation and AI

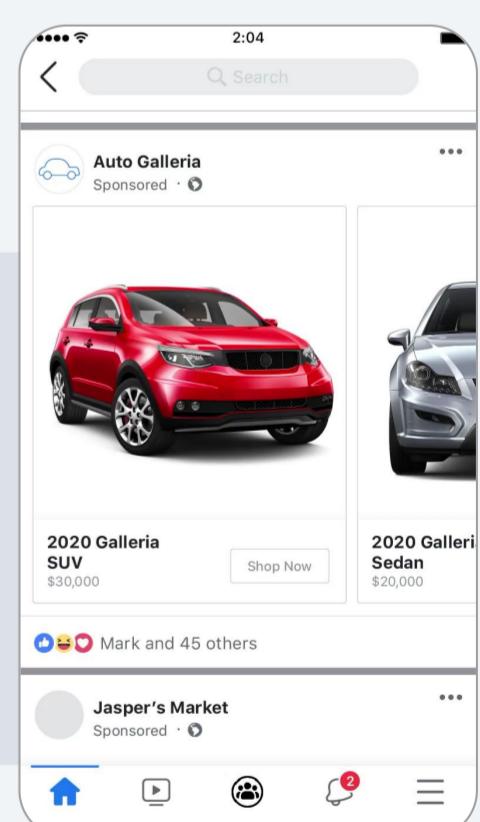
Meta's easy-to-use AI products help businesses improve performance and enable marketers to do more with their time and resources. In addition to the single step Meta Advantage solutions for Leads campaigns, automotive advertisers can leverage AI-powered automation solutions built specifically to engage potential car buyers.

GET STARTED

- Advantage+ audiences:** Find people most likely to be interested in your vehicle. Use suggestions and controls if you need them, like age or location.
- Advantage+ catalog ads for automotive:** Use one ad to promote multiple models or offers (including variants) from a catalog. There are two types of catalog ads for auto advertisers:
 - Automotive model ads:** Dynamically show models or offers (APR, lease, cash-back) to in-market shoppers. After clicking your ad, send leads to an instant form, Messenger, or your website (model detail page, configuration tool, etc.).
 - Automotive inventory ads:** Deliver relevant, up-to-date local vehicle identification number (VIN) -level inventory to potential car buyers. After clicking your ad, send leads to an instant form, Messenger, or directly to your website (vehicle detail page).

Advantage+ audiences with instant forms campaigns saw 8% lower cost per lead

on average, compared to ad sets that used the original audience experience, for small business advertisers.¹



CASE STUDY

Volvo USA tested automotive model ads and saw **3x the incremental configurations, 1.5x the lead starts and a 19-point lift in ad recall** compared to manual campaign set-up.²

[LEARN MORE](#)

OPTIMIZE

- NEW** Incorporate video assets per model, offer or inventory to your Advantage+ catalog ads to engage new customers.
- Adopt additional Advantage+ single step solutions.** Lean into controls only as needed, considering your business's specific constraints: Advantage+ placements, Advantage+ creative, Advantage campaign budget.

Visit the Business Help Center

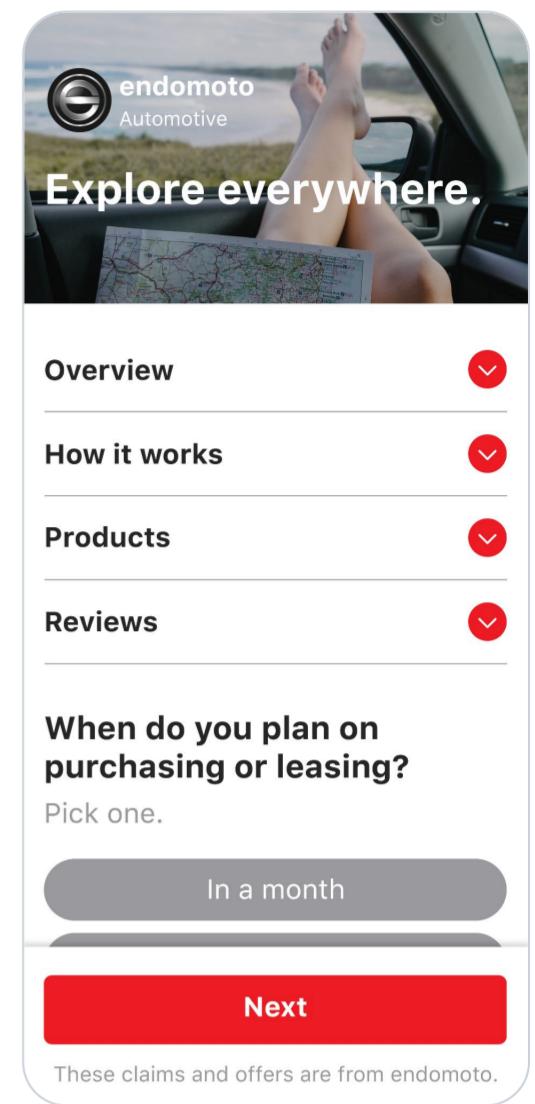
- [Learn more about Meta Advantage](#)
- [Learn more about Advantage+ catalog ads for lead generation](#)



Adjust the customer experience to drive different outcomes

Balancing lead quality and volume can be complex for healthcare advertisers. Meta offers features and optimizations that enable you to customize the lead ad experience for a range of use cases and outcomes.

Rich creative instant form type



GET STARTED

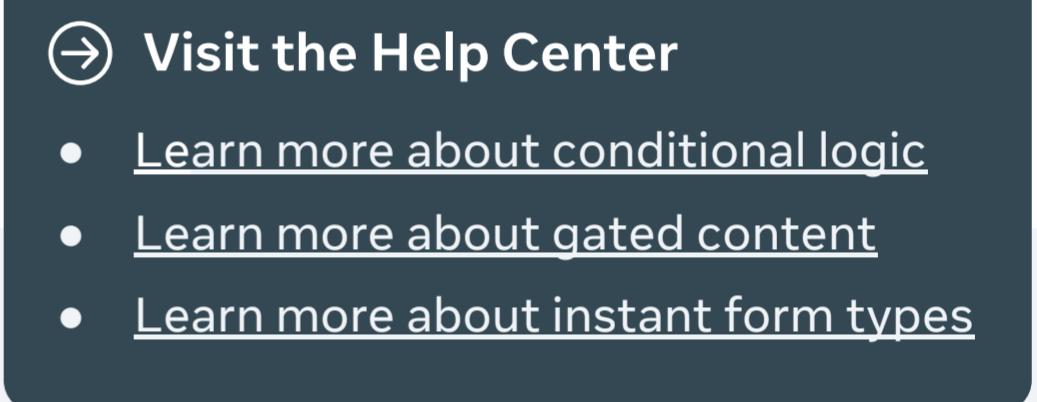
Choose an instant form template, or form type, in Ads Manager to focus on either volume or quality.

- **More volume:** Make it easy for people to quickly submit the form on a mobile device.
- **Higher intent:** Add a review step that gives people a chance to double check contact information is accurate before submitting.
- **Rich creative instant form type:** Customize your form with visual brand elements and additional information about their business, like an about us page, product or service details, and customer reviews. For example: Bring attention to your dealership, or to your brand if you are a national advertiser. Showcase a new vehicle or model redesign. Use the additional space to explain benefits, features, and options when going electric, while adhering to brand standards.

OPTIMIZE

Conditional logic: Qualify high-value leads and filter out those who don't fit your criteria with a dynamic Q&A form for different types of customers. For example:

- A true lead might be people who are within 30 days of purchasing a vehicle. You can ask: "When do you plan on buying a car?" If the answer is above 30 days, categorize the answer as "not a lead" or "may be interested in a lease" within 30 days of the end of a lease contract.
- Ask qualifying questions to suggest the best model for each person via a customized thank you or completion page. Increase the shopper pipeline for priority models by leveraging this mid-funnel audience in future prospecting campaigns



Invest in your first-party data strategy

Reach higher quality prospects while keeping cost per quality lead low, by connecting first-party data with the Conversions API to help Meta's delivery system target people most likely to convert.

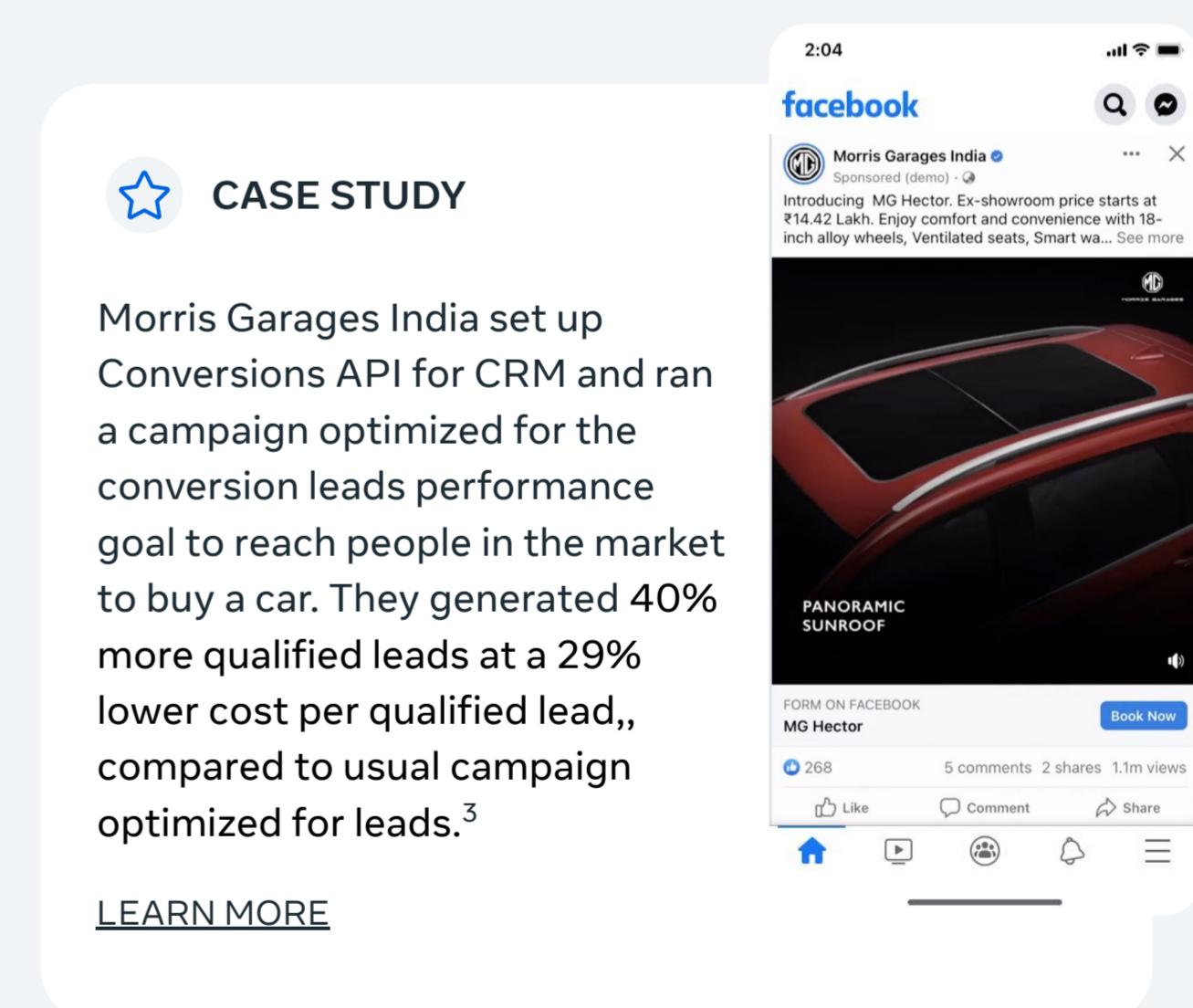
GET STARTED

Conversions API for CRM: If you use instant forms, share first-party data from your CRM, collected through instant form submissions. Leverage that signal to inform future campaigns.

→ After setup, run instant form campaigns using the conversion leads performance goal to activate your integration. Advertisers who used this setup saw an average **15% reduction in cost per quality lead and 44% increase in rate of converting a lead to a quality lead** compared to the leads performance goal.¹

Conversions API for web: If you use website forms, share first-party lead data from your website server and track form submissions and other website actions.

→ To drive the best outcomes for website conversions, use the Conversions API and Meta Pixel together to maximize coverage of website interactions. With this setup, **automotive advertisers saw 32% additional conversions.**²



OPTIMIZE

Optimize for upper and lower funnel actions with Conversions API for both CRM and web.

- **Conversions API for CRM:** Optimize ad set for mid-to lower-funnel "conversion lead" event stage. You can choose more than one, but these stages should be accomplished by 1-40% of all leads (10-30%, ideally).
- **Conversions API for web:**
 - **Lead volume:** Optimize ad set for events that best represents a lead submission (e.g. Lead, Complete Registrations)
 - **Lead quality:** Optimize ad set for the event that best represents a qualified lead (e.g. subscription, appointment booking, purchase)

→ Visit the Business Help Center

- [Learn more about Conversions API for web](#)
- [Learn more about setting up a Meta Pixel](#)
- [Learn more about Conversions API for CRM](#)
- [Learn more about the conversion leads performance goal](#)



Follow up with new leads quickly and clearly

Nurturing a lead requires guiding a qualified potential customer through your sales funnel to conversion. Automotive businesses that have longer consideration cycles may need to engage people across multiple touch points as they make a purchase decision.

Meta is continuing to invest in lead nurturing solutions that can help advertisers follow up with interested potential customers quickly and clearly without switching channels, and while building trust. The nurturing solutions you will be able to leverage will depend on the solutions you've adopted in the acquisition and qualification stages.

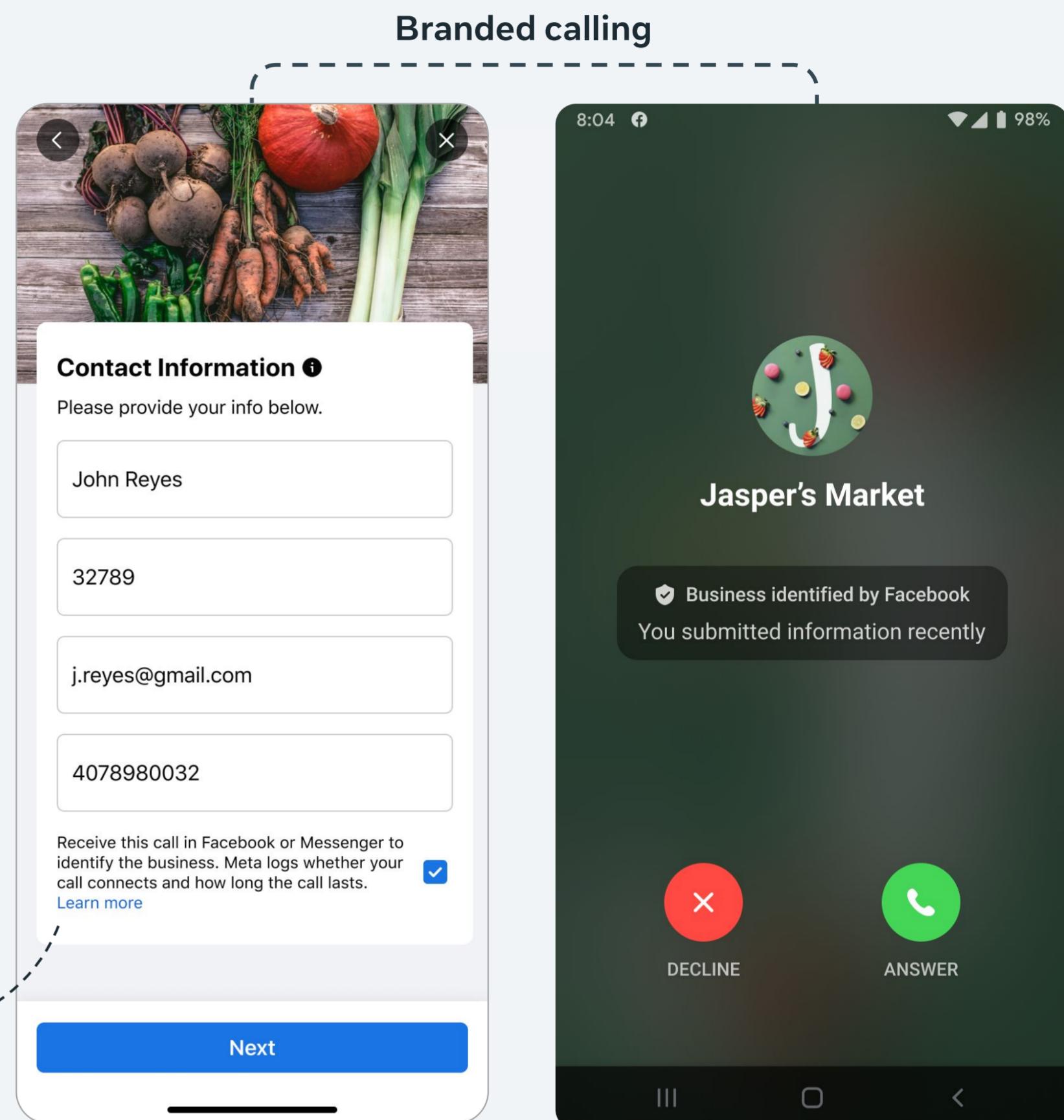
Nurture instant form leads more effectively by phone

Branded calling adds an opt-in field to your instant form, that leads can check to receive calls from you via Facebook or Messenger. This allows the person to see your business information (like name and logo) on the incoming call screen when receiving your call.

Identifying your business during outbound calls gives people context on who the caller is, which may alleviate spam concerns and encourage pick up to help you achieve a higher connection rate.

Receive this call in Facebook or Messenger to identify the business. Meta logs whether your call connects and how long the call lasts.

[Learn more](#)



Visit the Business Help Center

- [Learn more about branded calling](#)
- [Learn more about using messaging for lead generation](#)

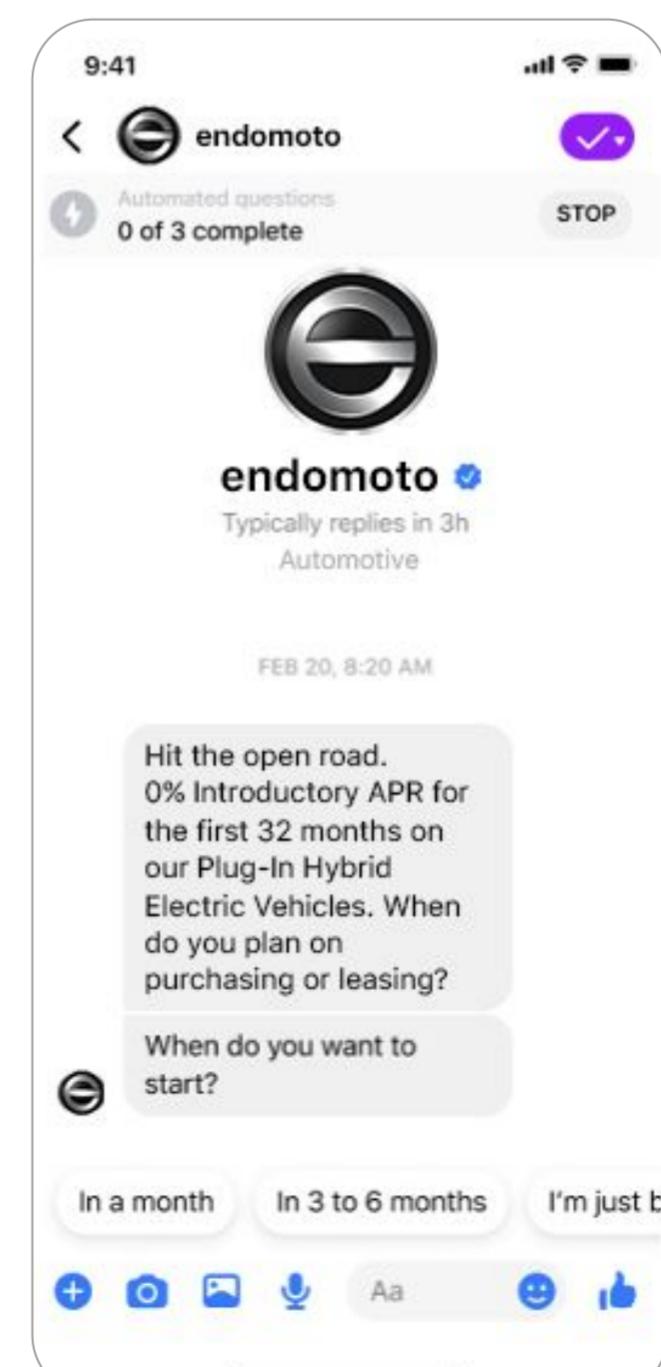
Lead opts in to receive calls when submitting your instant form

Business name appears on lead's incoming call screen

To nurture leads more effectively in Messenger

Follow up or re-engage leads within an existing messaging thread

- Use Inbox in Meta Business Suite, or a third-party app if you use one, to re-engage leads who started but didn't finish submitting their information with personalized messaging in the same chat thread.
- If you use a third-party messaging app, you can also ask people to opt-in to marketing messages and re-engage them that way





Operationalize lead management tasks

Managing leads using a CRM or another type of lead management platform can help you access, filter and re-engage leads in one central location. Automating workflows like these can help to minimize response time to new leads, save you time, and avoid losing access to leads not downloaded in 90 days.

The screenshot shows the Leads Center interface. At the top, there are tabs for 'Pipeline view' and 'Table view'. Below that is a toolbar with 'Add new stage', 'Bulk edit', 'Search', 'Add filter', 'Date added', and 'Source'. A message '12 new leads.' is displayed. The interface is divided into three main sections: 'Raw' (159 leads), 'Interested' (159 leads), and 'In-Progress' (159 leads). Each section lists leads with their names, profile pictures, and lead source (Paid, Direct, Organic). Buttons for 'Complete form' and 'Unanswered' are visible for some leads.

Meta has partnerships, integrations and free solutions that can help you manage and sync leads from Meta Business Suite.

- **Connect your CRM to Meta Business Suite for automatic lead download.**
Once your CRM is synced, your leads will be automatically downloaded when an instant form or lead ad that clicks to message questionnaire is completed.
- **Google Sheets*** lead management integration now allows you can now sync new leads automatically when an instant form is submitted.
- **Leads Center*** is a free, lightweight CRM system within Meta Business Suite for businesses that generate leads through instant forms or ads that click to message. With Leads Center you can easily manage, track and re-engage leads.

→ Visit the Business Help Center

- [Learn more about integrating your CRM](#)
- [Learn more about how to use Google sheets to manage leads](#)
- [Learn more about Leads Center](#)

*Connecting your CRM to automate lead retrieval is also the first step in setting up Conversions API for CRM

To proceed with that integration, connect your CRM for lead retrieval using one of three methods that **also allows you to share that data back with Meta** as signal for quality optimization in future campaigns.

1. **Connect your CRM directly:** Your CRM may have an integration to connect with Meta Business Suite. [Search available CRM integrations to find out how your system is supported.](#)
2. **Meta Business Partners:** Facilitate your integration without the need for developer resources for tasks like coding.
 - **CRM partners - Hubspot, Zoho, HighLevel:** Function as your CRM platform, and facilitate automatic lead download and Conversions API CRM integration.
 - **Workflow automation partners - Zapier, LeadsBridge, Make, DataHash:** Function as a connector between your CRM and the Conversions API. Meta has partners that can facilitate an integration with most CRM platforms.
3. **Build your own integration:** You can also build a connection using your own developer resources.

Automotive campaign set up overview

LEAD ACQUISITION	ADS MANAGER	GET STARTED	OPTIMIZE
Generate leads across multiple types of lead ads	Conversion location	Instant form	1. Destination Optimization “Instant forms + Messenger”
		Website form	1. Website form + Instant form add-on 2. Website form + call add-on
		Set up a measurement plan: Test conversion location setup compared to business as usual strategy <ul style="list-style-type: none"> • BAU Cell: Instant Forms Test Cell: Destination Optimization “Instant forms + Messenger” • BAU Cell: Website forms Test Cell: Website Forms + Instant form add-on or call ad add-on • BAU Cell: Website forms Test Cell: Website Forms campaign + Instant form campaign 	
Optimize lead acquisition with automation and AI	Audience	<u>Advantage+ audience*</u>	
	Creative	<u>Advantage+ creative</u> <u>Advantage+ catalog ads for automotive</u> (Automotive model ads, Automotive inventory ads)	Advantage+ single step solutions from the get started column not already adopted
	Placement	<u>Advantage+ placements</u>	
	Budget	<u>Advantage campaign budget</u>	
		Set up a measurement plan: Test how adopting Advantage+ features improve campaign performance [Example set up] BAU Cell: Website forms without Advantage+ range Test Cell: Website forms with Advantage+ range	
LEAD QUALIFICATION			
Adjust the customer experience to drive different outcomes	Instant form customization	Feature: Conditional logic Feature: Gated content	Form type: Rich creative Form type: Higher intent
	Instant form performance goals	Volume: Leads Quality: Conversion leads	
		Set up a measurement plan: Test how using different Instant form features can improve campaign performance BAU Cell: Instant forms Test Cell: Instant Forms + feature/form type	
Invest in your first-party data strategy	1. Instant forms with conversion leads performance goal 2. Website forms	1. Conversions API for CRM 2. Conversions API for web + Meta Pixel	If using instant forms and website forms: optimize for a range of actions across both Conversions API for CRM and Conversions API for web.
		Set up a measurement plan: Test the impact of Conversions API for CRM set up with instant forms performance goals BAU Cell: Leads performance goal Test Cell: Conversion leads performance goal	
LEAD NURTURING			
Follow up with new leads quickly and clearly	Instant form Destination	Branded calling: Toggle on Display business information to encourage call pickup	
LEAD MANAGEMENT			
Operationalize lead generation tasks		Automate lead retrieval via your CRM or Google Sheets. If you don't have a CRM, use Lead Center.	