



# FACEBOOK + INSTAGRAM AD BLUEPRINT

## TARGETED REACH

Reach only qualified shoppers with high net worth

## QUALIFIED LEADS

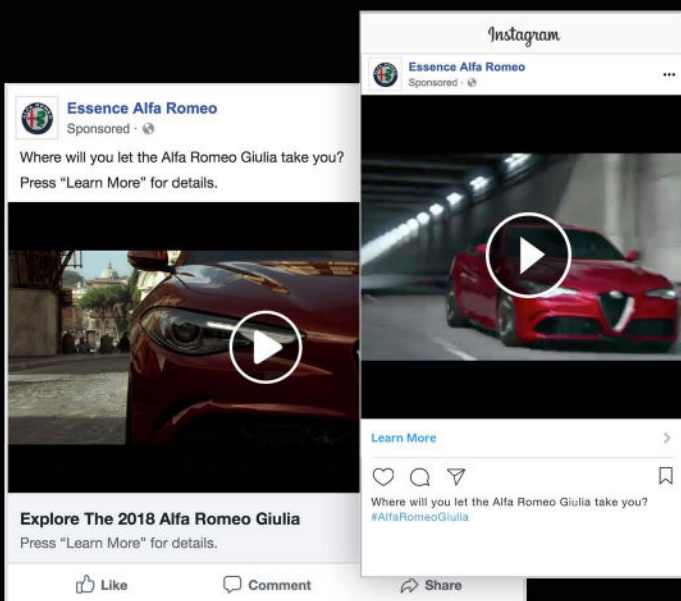
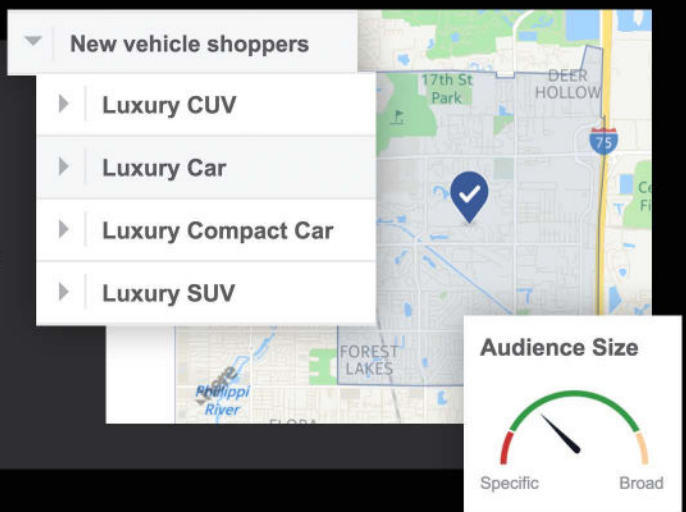
Deliver high closing, 1st party leads, in real-time to your CRM

## 100% RELEVANCE

Stay top-of-mind throughout the sales cycle

### 1. Build Your Audience

- + In-Market Shoppers with high net worth
- + Shoppers interested in Luxury Vehicles + Owners of competitive makes (Porsche, Mercedes)
- + People who look like your current customers, as well as Leads and Prospects in your CRM



### Engage & Activate Your Audience 2.

- + Target qualified shoppers with OEM-style ads to determine who is interested in your brand
- + Display Vehicle Specials and "Browse Our Inventory" ads and bucket those who engage

### 3. Drive Qualified Leads

- + Leads sent in real-time to your CRM using ADF/XML format
- + Easily track leads, shows, and sales with clearly tagged lead sources
- + Use Facebook Offline Events to match and attribute sales

Essence Alfa Romeo  
Sponsored · 🌐

Still staring?  
An Alfa Romeo Giulia is well within your reach. L  
Giulia for \$349/mo at Essence Maserati.  
Press "Sign Up" to take your VIP test drive.

2018 ALFA ROMEO | GIULIA  
\$349 LEASE FOR 36 MOS WITH \$4,773 DUE AT SIGNING

2018 Alfa Romeo Giulia  
Impression made.

Like Comment

Sign Up

Sign up by providing your info below.

Preferred Test Drive Time? Afternoon ▾

Full name Cara Lane

Email caracathleenlane@gmail.com

Phone number US +1 (941) 366-6760

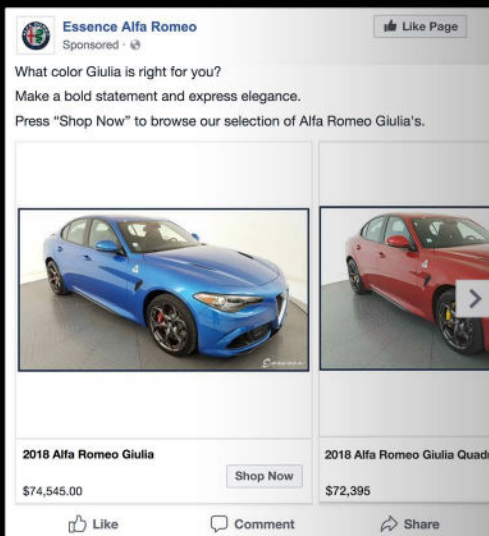
By clicking Submit, you agree to send your info to Dealers United who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [Privacy Policy](#)

Cancel Submit

### Showcase Your Inventory

4.

- + Automatically turn your vehicle feed into high-converting, dynamic ads
- + Send shoppers to your VDPs and track engagement for retargeting



### 5. Retarget With VIN Ads

- + Intelligently retarget for 1-7 days based on exact VINs viewed
- + Drive VIN-specific leads with Preferred Test Drive Time, Full Name, Email and Phone Number

Verizon LTE 1:12 PM

Write a comment...

This ad has been shared with you.

Essence Alfa Romeo  
Sponsored · 🌐

Still interested? How about a no hassle test

2018 Alfa Romeo Giulia  
\$72,395

Like Comment

Daniel Painter shared a link. 1 hr · 🌐

Sign Up

Submit

Essence Alfa Romeo  
We just need a little info.

Preferred Test Drive Time? Morning

Full name Brooke Jensen

Email brookejensen@mail.usf.edu

Phone number US +1 (941) 961-3361

By clicking Submit, you agree to send your info to Du bunt test who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [Privacy Policy](#)

Submit

Verizon LTE 1:09 PM essencealfaromeo.com

2018 Alfa Romeo Giulia Quadrifoglio: NAV, BLIND SPOT, DARK WLS, \$5K OPTS

1 of 50 Photos

Complete Photo Gallery

MSRP \$78,395  
Savings -\$6,000  
Essence Price \$72,395

Buy

CHAT TEXT



## Choose Your Package

	Piccolo	Medio	Grande
Monthly price* (*After 50% Co-Op Reimbursement)	\$1,250	\$2,500	\$3,750
What you can expect			
# of models advertised	1 model	2 models	All models
Expected reach	25,000	50,000	100,000
Expected impressions	75,000	150,000	300,000
Est. minimum new vehicle leads /month	25	50	100
Est. new vehicle sales /month	4	8	15
New audience targeting			
In-Market Shoppers (POLK Targeting)	✓	✓	✓
Top Credit Tier Shoppers (TransUnion Targeting)	✓	✓	✓
Luxury & High Net Worth Shoppers (Oracle Targeting)	✓	✓	✓
Competitive Make Owners (POLK Targeting)			✓
Additional Targeting			
Retarget all website visitors	✓	✓	✓
Retargeting VIN shoppers w/ in-stock vehicles		✓	✓
Your leads, prospects, customer lookalikes			✓
Ad formats			
Carousel ads & lead ads	✓	✓	✓
Collection ads & canvas ads			✓
Reporting and tracking			
UTM tracking & tagging, CRM tagged & tracked leads	✓	✓	✓
Offline Events / Sales Matchbacks	✓	✓	✓

## READY TO REACH LUXURY SHOPPERS?

Co-Op Packages Starting At \$1,250

[DEALERSUNITED.COM/ALFAROMEO](https://dealersunited.com/alfaromeo)