Automotive Playbook for Dealers

Strategies that can help you drive profitability

Hello,

I wanted to first thank you for taking the time to read this note and, more importantly, this Playbook.

We created this Playbook to answer the #1 question we've been asked after nearly 500 dealer-related presentations: Is there a "How To" guide to help us set up everything you just presented?

The 4 strategies outlined in this Playbook are time-tested, robust techniques that auto dealers have been using for years – many dealers just didn't know they could run them on Facebook. This step-by-step guide will show you how to execute these proven strategies to grow your dealership brand, drive sales and repair orders, and most importantly, measure to profitability, not "proxies".

We can't wait to partner with you and help drive your business forward!

Best,

Bob Lanham
Head of Automotive Retail

Automotive retail is mobile

Mobile devices have fundamentally altered the way consumers research and purchase vehicles. Dealerships may need to adapt to meet the expectations of today's mobile-savvy car shopper.

There's a huge opportunity for auto retailers to embrace the shift to mobile, and discover the benefits of connecting with customers in new and innovative ways.

We created this Playbook to help you run successful automotive campaigns across the Facebook family of apps and services, and achieve your business goals. With over 1.66 billion daily global visitors,[1] Facebook platforms allow you to reach the right people, with the right message, at the right time.

80% of recent vehicle buyers surveyed visited a Facebook property[2]

64% of millennials surveyed in the U.S. learn about new car model launches on mobile[3]

56% of U.S. auto internet shoppers surveyed use their mobile device to shop for vehicles[4]

81% of U.S. auto consumers surveyed would like to receive personalized engagement on their smartphone from their auto brand[5]

Do you know how much of your dealership's website traffic comes from a mobile device versus a desktop computer?

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4 key strategies for dealers

This Playbook is organized into 4 industry-proven strategies. These strategies are designed to help dealerships reach more people in a strategic, efficient way, measure back to sales and repair orders, and increase profitability.

WHY BUY HERE
Tell your customers why they should buy from your dealership.

READY TO BUY
Sell more cars with less effort by using automotive inventory ads, which dynamically show your VIN-specific inventory to people actively shopping for cars.

CUSTOMERS FOR LIFE
Drive sales loyalty, repair orders and accessory sales by using your CRM database to deliver relevant messages to customers and prospects.
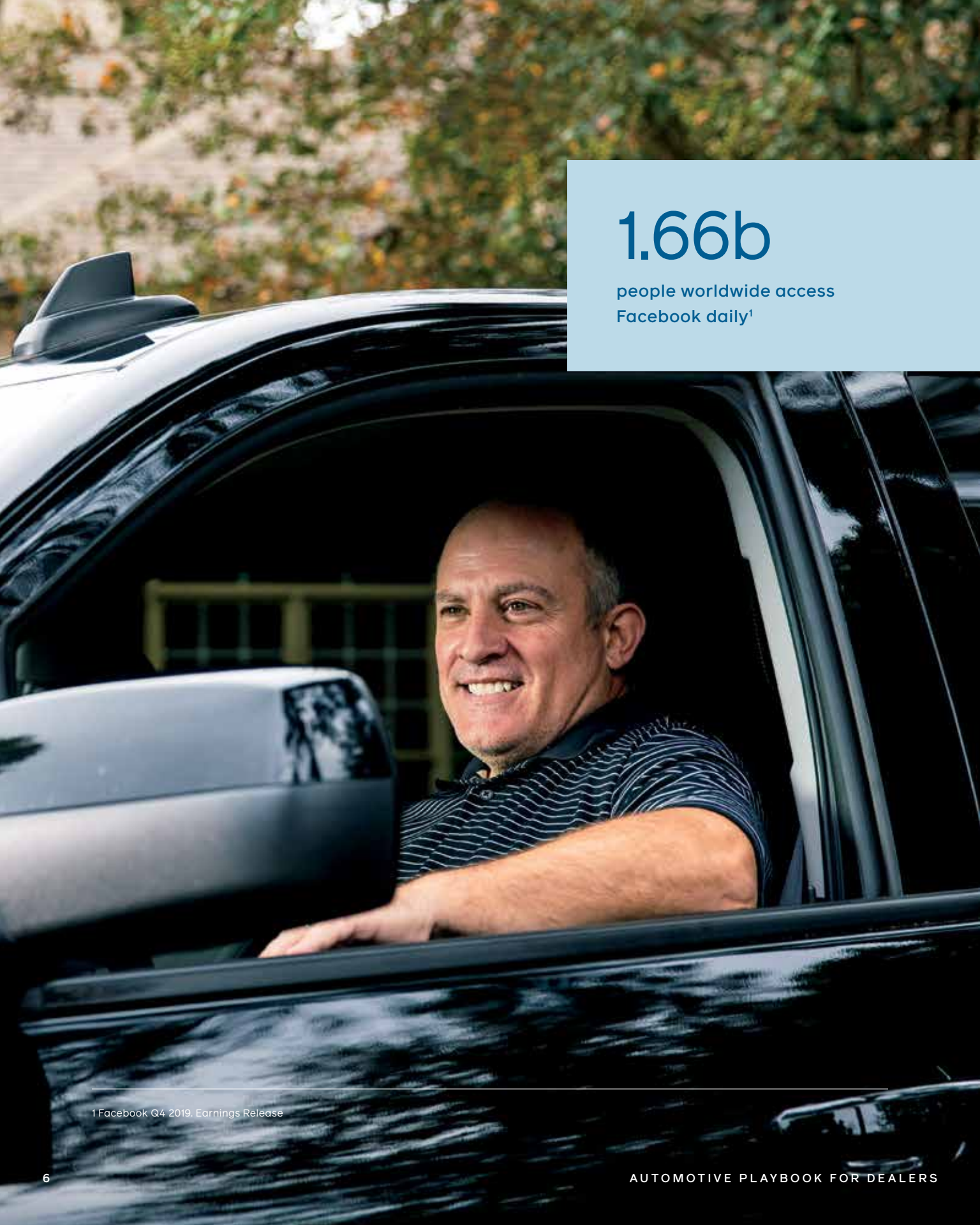
PROMOTIONS AND EVENTS
Generate buzz around sales promotions and events with Facebook's event-based ad unit.

These strategies work best together. Dealers often see better results when they run all 4 of these strategies as part of an always-on, full-funnel approach.

1.66b

people worldwide access
Facebook daily[1]

Table of contents

Connect your business to the worldwide community of people on Facebook

USE FACEBOOK PAGES TO

Build community value and your dealership's brand

Run advertisements to help drive awareness and sales

Execute, monitor and review content performance

Set specific permissions for others to help manage your Facebook Page

Create a Facebook Page at:
facebook.com/pages/creation

> Nearly 2 in 3 Facebook users across all countries surveyed say they visit the Page of a local business at least once a week.[1]

1 "Local shopping study" by Factworks (Facebook IQ-commissioned research study of 10,340 people 18+ across US, DE, FR, UK, IT, ES, PL and CA - 8,878 monthly Facebook users; 1,562 non-Facebook users) April – May 2017

Need help with Facebook Pages?

LEARN MORE
facebook.com/business/pages

HELP CENTER
facebook.com/pageshelp

HOW TO CLAIM AN UNMANAGED FACEBOOK PAGE

To claim or merge an unmanaged Page, click **Is This Your Business?** below the Page's cover photo. For more info, visit: facebook.com/manageapage

HOW TO DISPUTE A FACEBOOK PAGE ADMIN

To dispute the ownership of a Page, you will need to pull together documentation showing that you are the correct Page owner before contacting Facebook Business Help.

Documentation required typically includes:

• Full name

• Email

• Company name

• Business ID

• Photo ID

• Notarized and signed statement with explanation of request from a person with authority over this matter, and a declaration under penalty of perjury that the information is true and accurate

Once you have the necessary paperwork, contact Facebook Business Help at: facebook.com/business/help

You can submit the documents through Messenger after connecting with chat support.

To do this: Click on the chat icon, start a chat, fill in the necessary fields, attach all paperwork and hit enter to submit.

HOW TO MERGE TWO FACEBOOK PAGES

You must be an admin of both Pages, and both must have the same address.

Submit the merge request form found at: facebook.com/pagemerging

FOR OTHER ISSUES, PLEASE CONTACT FACEBOOK BUSINESS HELP

Chat support is available to advertisers who have spent time on the platform within the past 6 months.

Facebook Business Ads Help Center:
facebook.com/business/help

View the Resources section on p. 74 for a Quick Start Checklist

Control and share access to your Facebook Pages, ad accounts, pixels, product catalogs and more

WHAT IS BUSINESS MANAGER?

Facebook Business Manager allows advertisers to securely share assets and information among multiple people or teams. You can give user access to people within your business, and set different access levels across your marketing team.

WHAT CAN YOU DO WITH THIS TOOL?

• Create and manage multiple assets, such as a Facebook Page, Instagram account, audience list or product catalog, all in one place

• Control user access and permissions for everyone who works on your ad accounts, Pages and apps, and maintain ownership of all your assets

• Track your ads on Facebook and Instagram more efficiently with easy overviews and detailed views of your ad spending and impressions

Get started with Business Manager

JUST FOLLOW THESE SIMPLE STEPS:

1 Go to business.facebook.com/overview and select **Create Account**

2 Log in with your Facebook credentials, and follow the prompts to create your business account

3 Add assets and assign permissions for dealership Facebook Pages, ad accounts, pixels, product catalogs, and offline event sets

4 Assign access levels for your team with Business Admins and Asset Access

Need help with Business Manager?

LEARN MORE

facebook.com/business/tools/business-manager

HELP CENTER

facebook.com/businessmanagerhelp

Your ad campaign command center

CREATE AND MANAGE ADS ON MOBILE OR DESKTOP

Ads Manager is your starting point for running ads on Facebook, Instagram, Messenger or Audience Network. It's an all-in-one tool to create ads, manage when and where they'll run and track your campaign performance.

Get started with Ads Manager at
facebook.com/ads/manager

WHAT CAN YOU DO WITH THIS TOOL?

- Create brand new ad campaigns
- Review and adjust your campaigns
- Learn from real-time ad reporting
- Create or monitor ads from anywhere

Dealers need to set up both Business Manager and Ads Manager to execute the strategies in this Playbook

Facebook advertising basics

CAMPAIGN OBJECTIVES

When you create an ad, you will first select a campaign objective. This will determine many aspects of your campaign, including who sees your ad, making it one of the most important campaign set-up decisions. This Playbook details which campaign objective to use for each strategy. Below are two important examples:

Catalog Sales: Show vehicles from your inventory, to generate sales.

Reach: Show your ad to as many people as possible in your target audience.

CAMPAIGN AD STRUCTURE

Your Facebook ad needs 3 parts to run: a campaign, ad set and ad. All these parts make up the Campaign Structure, which will help your ads run the way you want, and reach the right people.

Campaign: You set the advertising objective at the campaign level.

Ad Set: You define your strategy by setting up parameters, like targeting, budget and schedule.

Ad: These are creative visuals, like pictures or videos, that drive the audience to the product.

Need help with Ads Manager?

LEARN MORE
facebook.com/business/tools/ads-manager

HELP CENTER
facebook.com/helpcreating ads

CAMPAIGN OBJECTIVES
facebook.com/business/ads/ad-objectives

CAMPAIGN AD STRUCTURE
facebook.com/facebookadstructure

A piece of code for your website that lets you measure, optimize and build audiences

The Facebook pixel allows you to show automotive inventory ads to people who visited your website. In order to do this, you will need to implement the Facebook pixel on your website. This lets Facebook know who to deliver your ads to based on the actions they've taken, like viewing a specific car or entering payment information. With this data, automotive inventory ads will be able to recommend relevant inventory to potential customers who have a high probability to buy.

Dealers need to take **additional steps when setting up the pixel** to enable automotive inventory ads, which are specifically designed to help dealers sell more cars with less effort. To use automotive inventory ads and activate the Ready to Buy strategy in this Playbook, follow the simple steps below. Without them, your automotive inventory ads won't be able to run.

Pixel for Automotive Setup

Follow these instructions yourself, or send them to your agency, developer or technical partner.

1 **Create a Facebook pixel, or if you already have one, use the pixel helper to find the pixel ID.**

2 **Modify your pixel for automotive inventory ads**

Automotive inventory ads require custom data events to be added to different pages of your website. Work with your web developer to modify the Facebook pixel for each of the relevant pages

These events should be accompanied by specific parameters that provide additional, useful information, e.g., make, model, and year

- To use automotive inventory ads you must include content_type: vehicle, and a vehicle_ID that corresponds to the Vehicle ID of the same vehicle in a catalog, and you must connect the pixel to your catalog

3 **Use the Facebook pixel helper to verify that the pixel is working. Confirm that the pixel ID, events and parameters are displayed in the pixel helper, as you test events on your website**

4 **Connect your pixel to your catalog**

If you haven't created a catalog, see the next page

Need help with your Facebook pixel?

PIXEL SETUP FOR AUTOMOTIVE INVENTORY ADS

facebook.com/aiapixel

PIXEL HELPER

facebook.com/pixelhelp

LEARN MORE

facebook.com/business/learn/
facebook-ads-pixel

CONTACT

Contact a technical partner to get help with your Facebook pixel (see page 73 in this Playbook for a directory of partners).

A file that contains vehicle inventory data and images

A catalog contains product information for the inventory that you'd like to advertise. We recommend that you advertise your complete inventory, but if you'd like to limit the items that appear in your ads, you can do so using Vehicle Sets. For example, you can create a Vehicle Catalog that contains your complete inventory, and then create a Vehicle Set to advertise only your trucks and another to advertise only your vans.

There are several different ways to set up a Vehicle Catalog. You can:

ADD YOUR INVENTORY TO A VEHICLE CATALOG BY CREATING AND UPLOADING A VEHICLE FEED

Recommended for dealers with more than 50 vehicles to promote.

1. Create a catalog in Catalog Manager, which you can find in the Business Manager menu

2. Create/upload a vehicle feed, making sure to include all the required fields, such as vehicle ID, make and model, and use a supported file format. Download a template at facebook.com/vehiclefeedtemplate

3. If you'd like to limit the vehicles you advertise, use Vehicle Sets, which are groupings of vehicles you want to promote together, e.g., all SUVs, or used inventory

4. Associate a pixel or mobile SDK. If you haven't created a pixel, see previous page

ADD YOUR INVENTORY TO A VEHICLE CATALOG MANUALLY, USING A FORM TO ADD VEHICLES ONE BY ONE

Recommended for smaller automotive dealers with less than 50 vehicles to promote.

1. Create a catalog in Catalog Manager, which you can find in the Business Manager menu

2. Select **Vehicle Data Sources**, **Add Vehicles**, **Add Manually**, then click **Next**

3. Add an image to go with your vehicle

4. Fill in the details, such as make and model, for your vehicle. Then click **Add Vehicle** to save

   • To use automotive inventory ads you must enter a vehicle ID that corresponds to the vehicle ID of the same vehicle in a pixel event, and you must connect the pixel to your catalog

   Click **Add Another Vehicle** and repeat until all your vehicles are added

5. Associate a pixel or mobile SDK. If you haven't created a pixel, see previous page

Work with a partner to connect your data from another provider

1 Create a catalog in **Catalog Manager**, which you can find in the **Business Manager** menu

2 Select **Auto**, then select **Connect to Inventory Provider**

3 Select the inventory provider you want to connect

4 Log in or create an account with an inventory provider, and follow on-screen instructions to complete setup

INVENTORY PARTNERS

As you get to step 3, you will notice the ability to purchase a catalog from CDK. Note: You do not need to be an existing CDK customer to purchase a catalog from them. They have the ability to create a catalog for any dealership of any brand.

> You will need to connect a catalog and pixel in order to run automotive inventory ads. This connection allows you to show items from your catalog to people who previously searched for, or interacted with, your inventory

Best Practices for creating catalog and vehicle sets for automotive inventory ads

- **Review product images in your catalog to ensure that they are eligible for all placements and compliant with our content guidelines.** We recommend using high-resolution photos (1080 x 1080) for best-quality imagery

- **Keep your catalog up to date.** Add high-quality and accurate information about your inventory, to help improve ad performance. Showing in-stock inventory with correct prices can help conversion rates and create a better experience for shoppers

- **Make sure content IDs match.** Content IDs represent the vehicles in your catalog, and each vehicle will have a unique ID. Make sure each content ID reported from the Facebook pixel or SDK corresponds to the ID column from the catalog

- **Remember to associate your pixel or app event with your catalogs.** Your pixel and app events must be associated with a product catalog. If you're using multiple catalogs, double check to make sure you've added the correct pixel and app event to the correct catalog

- **When creating Vehicle Sets, it is generally best to keep them broad,** as narrow Vehicle Sets may result in under-delivery of your ads

Need help with your Facebook Catalog?

SET UP A CATALOG FOR AUTOMOTIVE INVENTORY ADS

facebook.com/aiacatalog

SET UP A CATALOG FOR AUTOMOTIVE INVENTORY ADS USING VEHICLE FEEDS

facebook.com/aiacatalog

HOW TO ADD CATALOG ITEMS MANUALLY

facebook.com/catalogs

HOW TO CONNECT A PIXEL TO A CATALOG IN CATALOG MANAGER

facebook.com/catalogpixel

CONTACT

Contact a technical partner to get help with your vehicle catalog. See page 73 in this Playbook for a directory of partners.

Measure sales directly and determine the impact of your campaigns

We know that it is important for you to align your advertising efforts with your sales objectives. Regardless of clicks or leads, Facebook can tell you how many people saw your ads, how many of those people visited your dealership, and of those, how many purchased a vehicle or executed a repair order – click or no click!

There are 2 Facebook platforms you can use to match back sales to your advertising

FACEBOOK ATTRIBUTION

Measure the entire path to purchase with multi-touch attribution and a longer 90-day look-back window, with the option to add your other digital efforts, to see the full picture of what is driving sales.

- Preferred option for auto dealers
- See next page for more details

ADS MANAGER

Sales reporting directly in Ads Manager is the easiest way to get started.

- From Ads Manager, click on **Select Columns** and choose **Offline Conversions** from the drop-down menu, to see offline conversion reporting

Setting up Sales Match Back

Before you can upload your sales or repair order data to match back to your advertising, you need to create an Offline Event Set. This Offline Event Set is what connects the people who see your ads to actual sales and repair orders.

1 Create an Offline Event in Offline Events Manager, which you will find in the Business Manager menu

2 Select **+ Add Data Source** and choose **Offline Event Set** from the drop-down menu

3 Enter a name and description for your event set. Select **Create**

4 Check the box to the left of the ad accounts you want to track performance for. All campaigns in those accounts will be associated with your offline event set, and the offline event data you upload will be attributed to your ads, starting from this date. You should enable auto-tracking so that all future campaigns within those ad accounts automatically use this offline event set

5 Select **Next** once you've made your selection(s)

6 Select people from your business to grant access to the event set and click **Assign**

How to upload data to an Offline Event Set

1 Before you upload any sales data, double check that the offline event is assigned to the correct ad account(s) and lines of business

2 Create a CSV data file with your sales data. Make sure to include as much information as possible so that your reporting is accurate

3 Go to Events Manager and select the offline event you want to use, then select **Upload Offline Events**

4 Drag and drop your data file into the box or select **Select File** and add your file from your desktop. If you want to make sure you prepared your data correctly first, select **View Examples** under Customer Details, Event Time or Event Details, to see what types of data you can provide

5 Select **Next: Map Data.** We'll review a sample of your data file and identify the type of data in each column. Review each column to verify that we've mapped events and data types correctly. Resolve any errors or warnings, which appear if data is missing, incorrectly mapped or improperly formatted

6 Select **Start Upload** to begin uploading the offline event set, which will process for up to 15 minutes before appearing in reporting, depending on the size of your file

Or, work with a partner to connect your data from another provider

1 Navigate to **Events Manager**, which you can find in the Business Manager menu

2 Select **Partner Integrations** and enter the name of the partner integration in the search box

3 Select the partner integration that you want to connect

4 Log in or create an account for the partner integration, and follow on-screen instructions to complete setup

Refer to page 72 to see if your DMS or CRM platform is listed as a partner who can automate daily sales data uploads

In order for sales to be properly attributed, you must set up Offline Events before running ads

Offline Events Best Practices for Automotive

- **Use the maximum attribution reporting window** (28 days in Ads Manager, 90 days in Attribution)

- **Enable Auto Tracking:** When you create an offline event set, you have the option to enable auto tracking when you assign the offline event set to one or more ad accounts. When you enable auto tracking, any future campaigns in those ad accounts will automatically be associated with the offline event set as well

- **Use Offline Events to create Custom and Look-alike Audiences,** to target your customers and other people who are similar to them

- **Include an Order ID field and enter a unique identifier** for each transaction

- **Upload offline event data regularly, weekly or monthly,** and in the order that the events occurred

- **Assign an event set to an ad account before you begin a campaign:** An event set will track an account from the time it's assigned. Remember to enable auto tracking so that any future campaigns in the account will automatically be associated with the offline event set as well

Need Help with Offline Events?

LEARN MORE ABOUT OFFLINE EVENTS

facebook.com/business/learn/facebook-offline-conversions

MORE INFORMATION ABOUT EVENTS MANAGER

facebook.com/navigateeventsmanager

HELP CENTER

facebook.com/aboutofflineevents
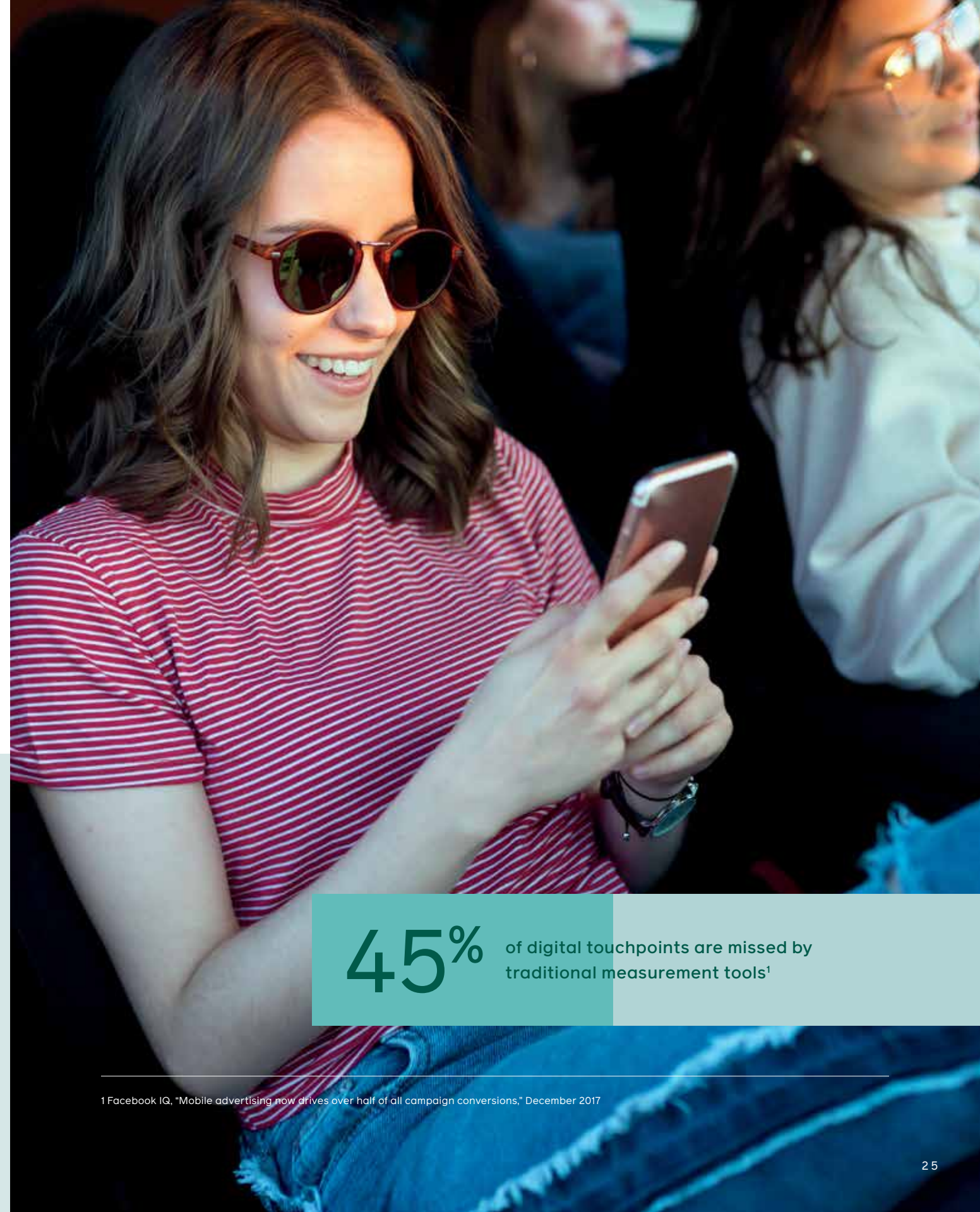
45% of digital touchpoints are missed by traditional measurement tools[1]

1 Facebook IQ, "Mobile advertising now drives over half of all campaign conversions," December 2017

Gain more visibility over how your ads are driving business

Traditional marketing attribution tools typically rely on cookies and last-click attribution, so they may not be giving you an accurate picture of which of your ads are driving business outcomes. Facebook Attribution is an advertising measurement tool designed to give you more visibility over your customer journey, so you can make smarter business decisions.

What can it do?

ATTRIBUTION IS A COMBINATION OF: DATA + MODEL

Data Touchpoints across the customer life cycle, along with sales data, all matched to a real person.

Model Rule-based or data-driven options that determine how to distribute credit across ads.

UNDERSTAND WHICH OF YOUR ADS ARE DRIVING ACTION

Assign conversion credit to marketing touchpoints along the consumer journey, on and off Facebook, to understand what's really driving your business outcomes.

MEASURE ACROSS THE FACEBOOK FAMILY OF APPS AND SERVICES

See performance outcomes from the Facebook pixel, app events and Offline Conversions, and measure view-based conversions and ads using Custom Audiences and more.

MEASURE ACROSS DEVICES, PUBLISHERS AND CHANNELS

Track conversion paths that happen across multiple devices and easily view performance by channel—paid or organic—and publisher, to see what's driving your conversions.

How to set up Attribution for Automotive

Facebook Attribution is free and easy to use, with minimal setup.

1 Navigate to **Attribution**, which you will find in the Business Manager menu

2 If this is your first time using Facebook Attribution, you'll see instructions on how to help set up your line of business. Select **Get Started**

3 Follow the on-screen instructions to organize your ad accounts and data sources (for example, pixels, apps and offline event sets) into distinct lines of business

Once you've set up your line of business, it'll take ~15 minutes to receive data from your Facebook ad campaigns and ~1 hour for external data sources.

How to use Attribution for Automotive

1 Select your conversion event. Choose the Offline Conversion that contains the sales data you would like to use

2 Select your reporting period. Your attribution reporting will include conversions that happened within this period or date range, up to the last 90 days

3 Select your attribution model and attribution window. Most dealers find that a 90-day, even-credit model for vehicle sales is the easiest way to interpret and provides the fairest estimates across touchpoints (service campaigns sometimes use shorter look-back windows)

Need Help with Attribution?

LEARN MORE

facebook.com/business/ measurement/attribution

HELP CENTER

facebook.com/attributionhelp

Strengthening efforts to prevent the potential of discrimination for ads that contain housing, employment and credit opportunities

One of our top priorities is protecting people from discrimination on Facebook. We are continuing to make improvements across our policies and products to help prevent discrimination to better protect the people who use Facebook—and in doing so, businesses too.

As part of our efforts, we are introducing limited options for US-based advertisers and advertisers targeting the US that offer housing, employment and/or credit opportunities. You now need to self-identify if you're running a housing, employment or credit-based ad by selecting the corresponding Special Ad Category in Ads Manager.

An advertiser that runs an auto ad that promotes a loan or employment opportunity on the ad or the corresponding landing page will notice:

- Removed ability to target by age, gender and zip code
- Substantially reduced available detailed targeting options (for inclusion). Any detailed targeting option describing or appearing to relate to protected classes will also be unavailable
- Removed ability to exclude interests from targeting
- Updated location targeting: Requires a minimum of 15-mile radius for city/town targeting and/or pin drops
- No access to Look-alike Audiences. Instead advertisers will be able to create a Special Ad Audience, which doesn't consider gender, age, ZIP codes or other similar categories

IMPORTANT NOTE

When you create ads on Facebook, they'll be subject to a review process to see if they comply with our Advertising Policies. We'll check your ad's images, text, audience and positioning and the content on your ad's landing page. Your ad may not be approved if the landing page:

- Isn't fully functional
- Doesn't match the product or service promoted in your ad
- Doesn't fully comply with our Advertising Policies

In regard to the automotive vertical, credit opportunity is defined as an offer of any long-term loan with greater than 90 days repayment, including auto financing.

For more information, including additional details on what is considered a housing, employment and credit opportunity, check out this one-sheet:

facebook.com/business/m/one-sheeters/oureffortsto preventdiscrimination

4 key strategies for dealers

Industry-proven strategies to increase profitability

FULL FUNNEL APPROACH

We understand that there is more to customer satisfaction than price and inventory. We recommend strategies that cover the full customer life span, from dealership awareness and vehicle purchase, to ownership and loyalty.

52% of people ranked a positive car-buying experience as more important to them than price[1]

85% of men surveyed said they would pay up to 10% more to ensure a fast, transparent and painless experience[1]

81% of women surveyed said the same thing[1]

1 "Survey: Car Buyers Prioritize Experience Over Price," Auto Dealer Today Magazine, August 2019

4 key strategies for dealers

WHY BUY HERE

READY TO BUY

CUSTOMERS FOR LIFE

PROMOTIONS & EVENTS
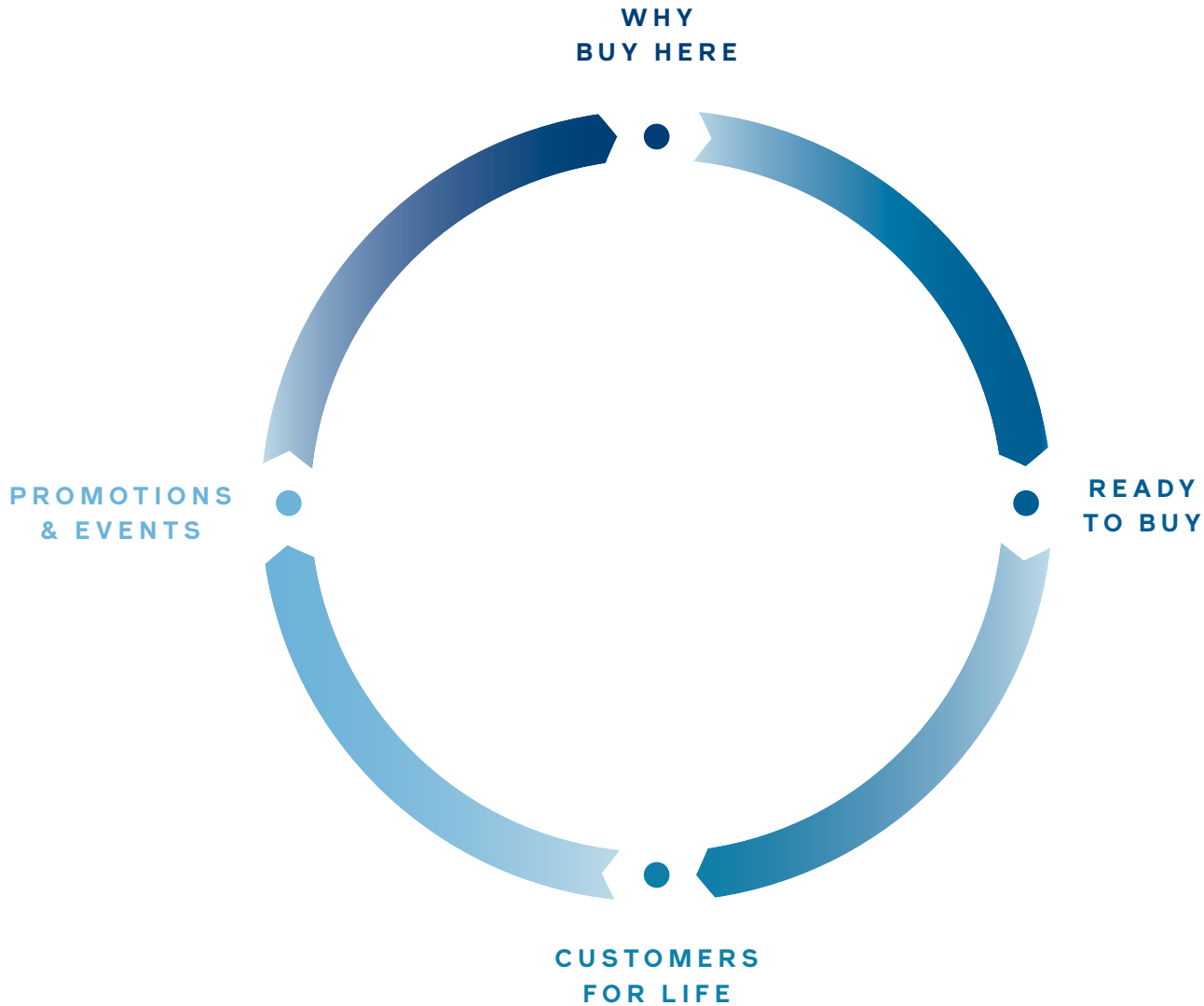
WHY BUY HERE

Tell customers why they should buy from your dealership.

READY TO BUY

Sell more cars with less effort with automotive inventory ads, which dynamically show your VIN-specific inventory to people actively shopping for cars.

CUSTOMERS FOR LIFE

Drive sales loyalty, repair orders and accessory sales, using your CRM database to deliver relevant messages to customers.

PROMOTIONS AND EVENTS

Generate buzz around sales promotions and events with Facebook's event-based ad unit.

These strategies work best together. Dealers often see better results when they run all 4 of these strategies as part of an always-on, full-funnel approach.

Why buy here

DEALERSHIP BRAND STRATEGY

This strategy is designed to help you build brand recognition, and convince customers to buy from your dealership, instead of the competition. Most customers who plan to purchase a vehicle within 3 months don't know where they will buy, so you have an opportunity to convince your audience to buy from your dealership.

78%
of potential customers who plan to purchase a vehicle within 3 months don't know where they will buy[1]

1 Mintel Car purchasing report, June 2018

How to raise brand awareness

We will cover the main elements of campaign setup. You can leave all other options/settings/buttons to their defaults if not specified.

CAMPAIGN OBJECTIVE

Drive awareness and differentiate your dealership from others.

1 Choose your campaign

SET AN OBJECTIVE

Since this campaign objective is brand recognition, your objective should be **Reach**. This allows you to reach the most amount of people at the lowest cost, and mirrors a traditional media campaign, allowing for easier comparison of effectiveness and efficiencies

CAMPAIGN NAME

We suggest you use the name of the strategy and/or a date (e.g., Why Buy Here, 2020). This will allow for easier sorting in **Ads Reporting**

SELECT A CATEGORY

Don't forget, if you want to target people in the US or are a US-based advertiser with ads that offer housing, employment or credit opportunities, you must now leverage the Special Ad Category flow with limited targeting options in Ads Manager or your ad will not be able to run

2 Define your ad set

TARGET YOUR AUDIENCE

Custom Audience: Not applicable here, leave this area blank

Locations: Select a geographical area to target (i.e., city, etc.)

Languages: If targeting different languages, your ad creative must translate to that audience

TARGETING RECOMMENDATIONS

• Dealer address + 15-mile radius

SELECT YOUR PLACEMENTS

Use the Facebook default, "Optimize for Cost Per Result," which allows the system to target your audience on any device

SET A BUDGET AND SCHEDULE—OUR RECOMMENDATION

Optimization for ad delivery: Select **Reach** from the 2 drop-down options

Bid Control: Leave this optional section blank to allow our algorithm to manage

Budget and Schedule: Select **Lifetime Budget** to set a maximum budget and timeframe

Frequency Cap: Select 1 to 2 impressions every 7 days for this particular strategy

When You Get Charged: Leave "Impression" as the default

Ad Scheduling: Run ads **all of the time** versus "on a schedule" for better results

Delivery Type: Leave option as "Standard"

Ads built for mobile

Short copy

Thumb stopping

URL

Headline section

Newsfeed link description

CTA

Jasper's Dealership
Sponsored · 🌐

Ready for your next vehicle? Our massive selection means lower prices for you.

JASPERSDEALERSHIP.COM
Largest inventory in Chicago
Browse over 1,000 new vehicles!

LEARN MORE

👍 Like   💬 Comment   ↗ Share
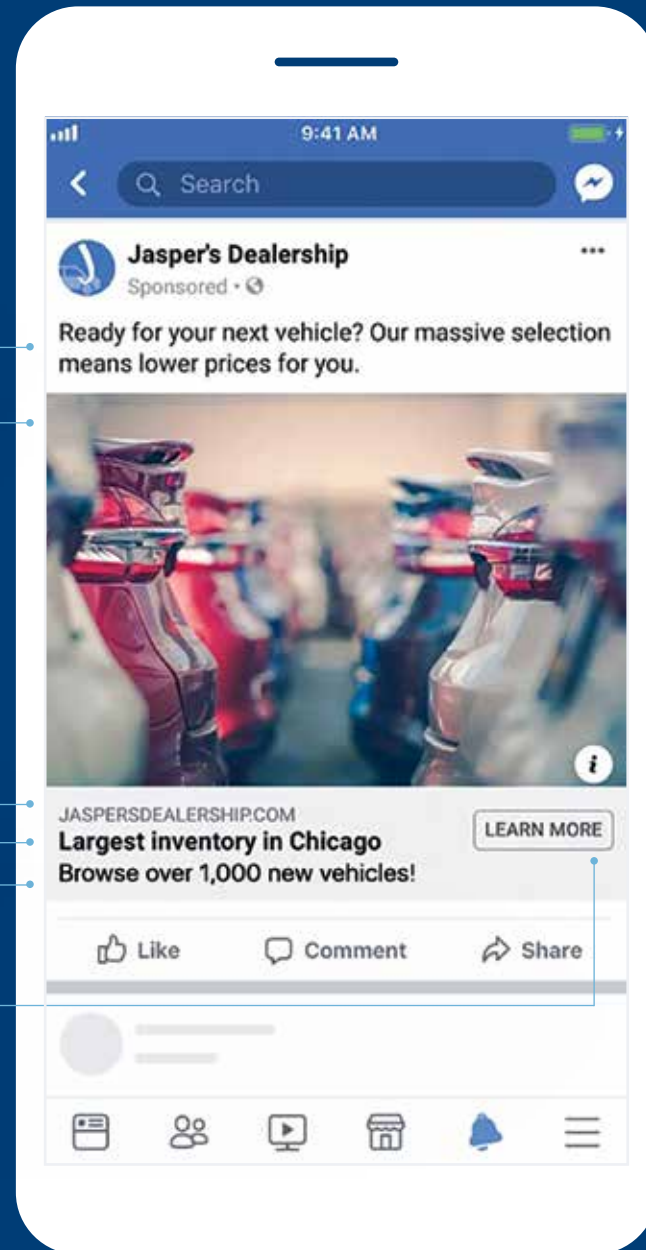
Ready to Buy

Learn more about automotive inventory ads at
facebook.com/autoinventoryads

CONSUMER ACTION STRATEGY

This strategy is designed to help you sell more cars with less effort. Automotive inventory ads automatically show relevant vehicles from your dealership to potential auto buyers—driving them to vehicle detail pages, lead submission forms or other areas you prefer. This integration takes the legwork out of connecting the right car with the right customer, so you can focus on closing the sale.

1 Facebook Internal Data, 2019

1.6x

more conversions from Automotive Inventory Ads versus regular Facebook Image Ads[1]

Sell more cars with less effort with automotive inventory ads

What are automotive inventory ads?

- **Automotive inventory ads** show the perfect makes and models to potential car buyers.

- Automotive inventory ads are built on the dynamic ads platform and optimized for people who are shopping for a vehicle. Like dynamic ads, automotive inventory ads use your Facebook pixel or SDK to show ads to in-market shoppers, including your recent website/app visitors.

Benefits of automotive inventory ads

- Convenient one-time setup. Automotive inventory ads are automatic, efficient and adaptable—you only have to set up your campaign once to promote all your inventory, without having to create each ad separately

- Deliver ads to people who want to see them. With automotive inventory ads, you can automatically serve up ads with real-time availability and pricing to people, based on vehicles they show intent to purchase

- Reach people across devices. Your ads will appear on desktop and mobile, regardless of the device they used to originally see your product

- Your campaigns are always on, and are automatically set to reach people with the right inventory at the right time, based on the actions they take on your website or app
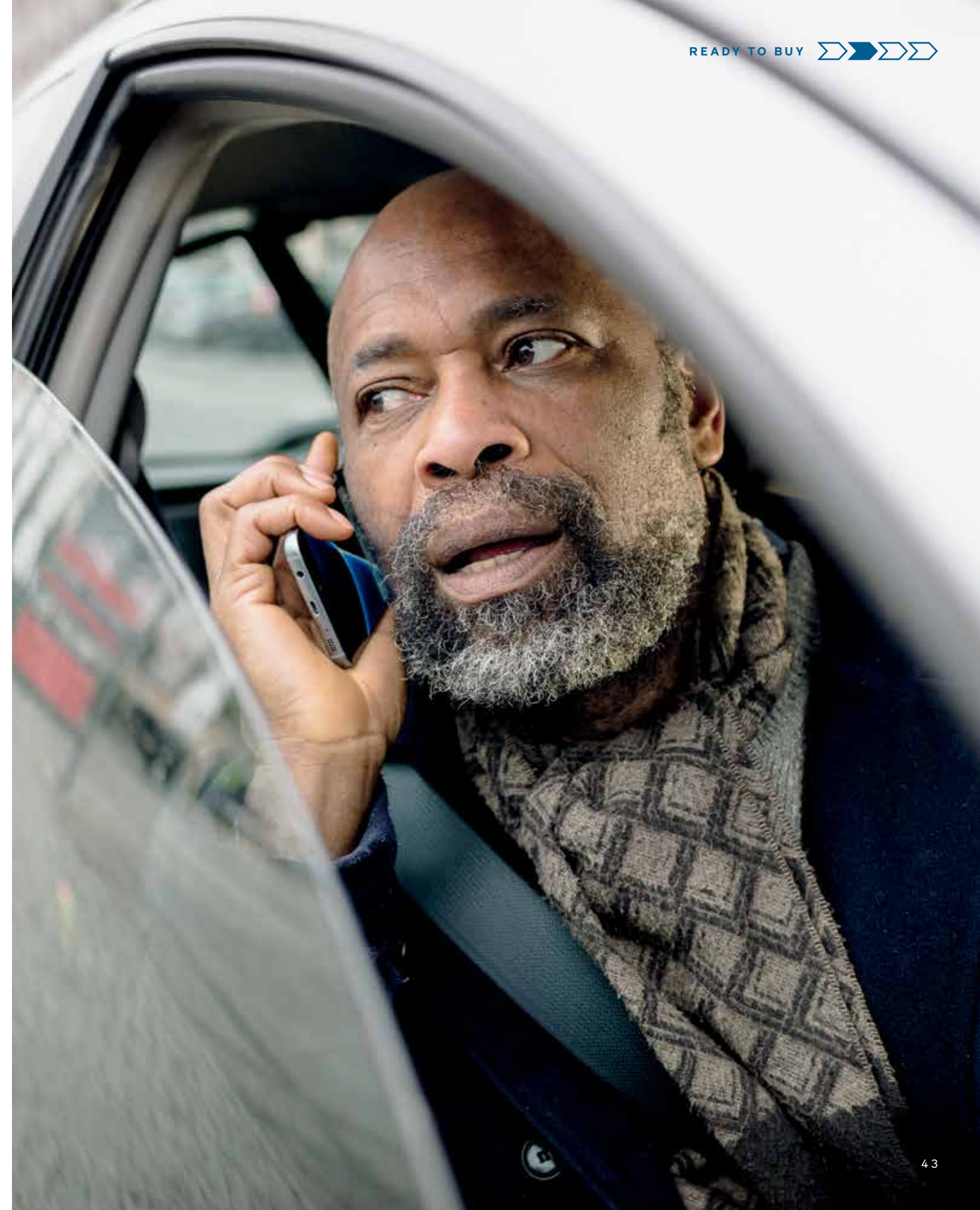
How to drive consumer action

We will cover the main elements of campaign setup. You can leave all other options/settings/buttons to their defaults if not specified.

CAMPAIGN OBJECTIVE

Personalize ads to put relevant vehicles in front of prospective buyers and sell more cars with less effort

1 Choose your campaign

SET AN OBJECTIVE

Choose **Catalog Sales** and make sure you have an up-to-date vehicle catalog. Automotive inventory ads will use machine learning to build personalized creative from your catalog, and show people cars that might be of interest

CATALOG

In the drop-down menu next to **Catalog,** select the catalog that contains the vehicle inventory you'd like to promote

SELECT A CATEGORY

Don't forget, if you want to target people in the US or are a US-based advertiser with ads that offer housing, employment or credit opportunities, you must now leverage the Special Ad Category flow with limited targeting options in Ads Manager, or your ad will not be able to run

2 Define your ad set

CHOOSE YOUR VEHICLES

Filter the specific vehicles you would like to promote. If you want to promote your entire inventory, leave it on the default setting

ENSURE "OFFER" IS "OFF"

This is our Offer Ad unit. Please make sure the selection is set to **Off.**

TARGET YOUR AUDIENCE

You can promote your automotive inventory ads to two different audiences:

Broad (Recommended): Includes people who've expressed online interest in your products (or products similar to yours), even if they haven't visited your website, in addition to retargeting audiences

Retargeting: Consists of people who have actively researched inventory on your website

SELECT YOUR PLACEMENTS

Use the Facebook default, **Automatic Placements,** to optimize for the best cost per result. This option allows the system to target your audience on any device or platform

SET A BUDGET AND SCHEDULE—OUR RECOMMENDATIONS

Daily Budget: Select **Daily Budget** with a budget between $50–$100. This is based on your market size and will need to be reviewed on a monthly basis

Optimization for Ad Delivery: Select **Conversion Events**

Conversion Window: Select **7 day click** or **1-day view**

Event Type: Select **View Content**

Bid Strategy: Select **Lowest Cost**

When You Get Charged: Leave **Impression** as the default

Ad Scheduling: Cannot be changed with a daily budget

Delivery Type: Leave this option as **Standard**

3 Prepare your ad

SET UP YOUR AUTOMOTIVE INVENTORY ADS IN 3 KEY STEPS:

Step 1: Set up your catalog (refer to page 16 for more information)

Step 2: Implement a pixel

Step 3: Create an automotive inventory ad

> Select the Carousel ad format to allow the rotation of multiple vehicles from your inventory to display in the ad

LEARN HOW TO CREATE FACEBOOK AUTOMOTIVE INVENTORY ADS

- Set up the Facebook pixel and vehicle catalog with details, such as make, model and year, then automatically generate ads that show the most compelling inventory to the right audiences. Use automotive inventory ads to direct people toward vehicle detail pages, lead submission forms or other valuable places—and continually show your most relevant vehicles to potential auto buyers

- See **Before We Begin** section for details on how to set up Facebook pixel and vehicle catalog for automotive inventory ads

- **Learn more** about automotive inventory ads at: facebook.com/ autoinventoryads
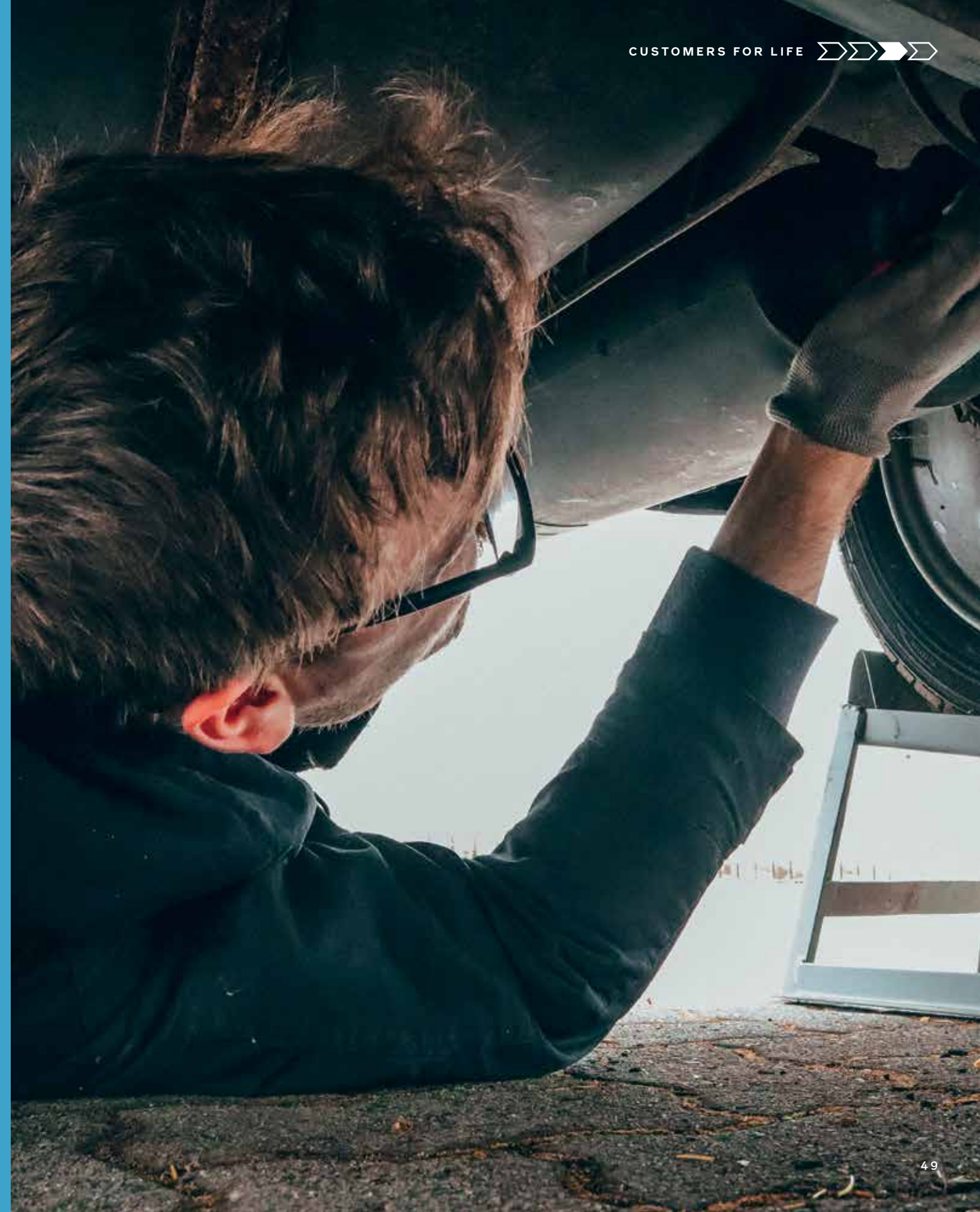
Customers for life

Drive service visits and increase loyalty by sending targeted reminders to your CRM database

CUSTOMER LOYALTY STRATEGY

This strategy focuses on people you already know, like existing customers or hand-raisers. With Facebook's re-marketing platform, you can match the people in your CRM database with those who use our platform and target them accordingly.

How to build customer loyalty

We will cover the main elements of campaign setup. You can leave all other options/settings/buttons to their defaults if not specified.

CAMPAIGN OBJECTIVE

Engage with existing customers to build relationships and increase loyalty.

1 Choose your campaign

SELECT A CATEGORY

Don't forget, if you want to target people in the US or are a US-based advertiser with ads that offer housing, employment or credit opportunities, you must now leverage the Special Ad Category flow with limited targeting options in Ads Manager or your ad will not be able to run

SET AN OBJECTIVE

Choose **Reach** to target your entire database with a controlled frequency

2 Define your ad set

TARGET YOUR AUDIENCE

If you have used Custom Audiences before, simply start typing the name of that database and it will appear. Otherwise, learn how to set-up a custom audience at facebook.com/aboutcustomaudiences.

SELECT YOUR PLACEMENTS

Use the default, **Optimize for Cost-Per Result,** which allows the system to find your target audience on any device.

SET A BUDGET AND SCHEDULE—OUR RECOMMENDATIONS

Optimization for ad delivery: Select **Reach** from the dropdown menu

Cost Controls (optional): Leave blank to allow our algorithm to manage

Budget and Schedule: Select **Lifetime Budget** to define a total budget and time frame for the campaign

Frequency Cap: Select **1 to 2 Impressions** every **7 Days**

When You Get Charged: Leave **Impression** as the default

Ad Scheduling: Run ads **All of the Time** versus **On a Schedule** for better results

Delivery Type: Leave this selection as **Standard**

Promotions and Events

Generate buzz around sales promotions
and events with Facebook's event-based
ad unit

EVENT PROMOTION STRATEGY

Whether your dealership is hosting a
sales event or sponsoring a community
gathering, you can raise awareness
using this easy-to-execute strategy.

Tell the local community about special events to drive awareness of your dealership

We will cover the main elements of campaign setup. You can leave all other options/settings/buttons to their defaults if not specified.

CAMPAIGN OBJECTIVE

Tell the local community about special events, to drive awareness.

How to promote your tentpole events

1 Create an event from your dealership's page

2 Click **Boost Event** from your event page

3 Choose **Reach More People,** select your audience and click **Boost Post**
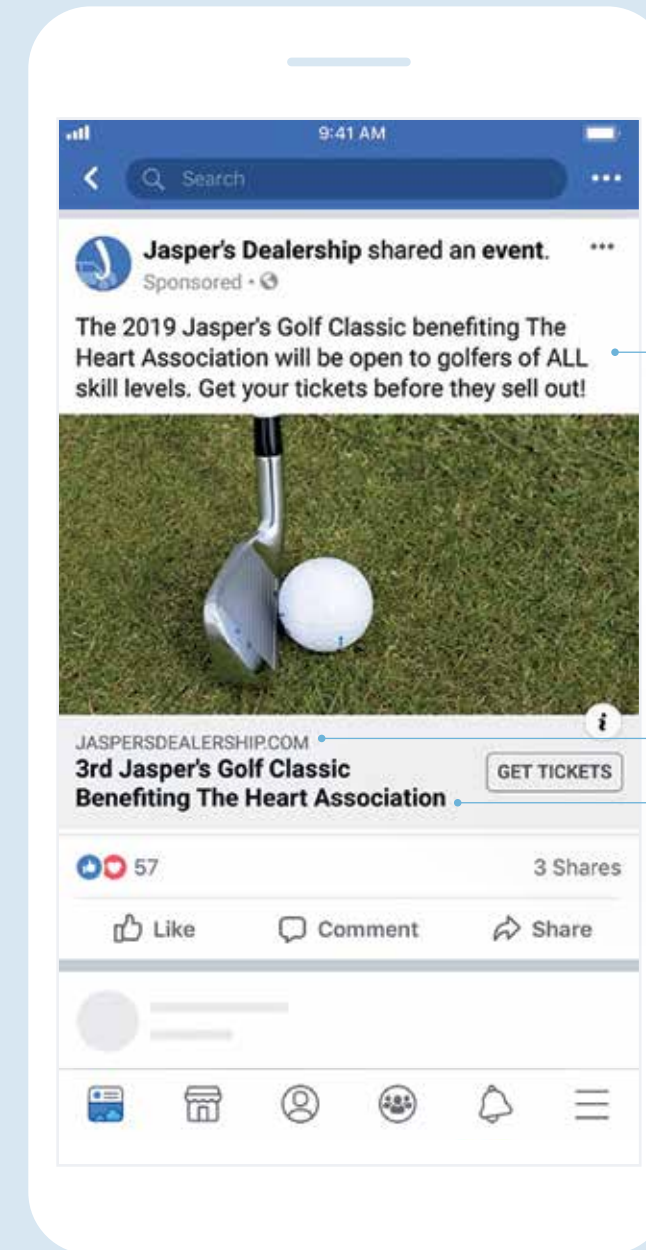
Text section

Display link

Headline Section

Resources

List used vehicle inventory where people are already shopping

1 in 3 people on Facebook in the US use Marketplace each month.[1] It's now one of the most popular places in the US to shop online for used vehicles, with more than 20 million people clicking on vehicle listings every month.[2]

1 Facebook Internal Data, Sept. 2019

2 Facebook Internal Data, Jan. 2019

Why Marketplace?

REACH EVEN MORE CAR BUYERS

Millions of people shop for vehicles on Facebook Marketplace every day. Now car dealerships can publish used vehicle listings on Marketplace to reach buyers where they're already searching for vehicles—and stay ahead of the competition.

• Grow your potential auto buyer base
• Target buyers on the go with mobile-friendly listings
• Deliver useful info on a rich vehicle detail page, such as price, model and mileage
• Answer buyers in real-time with Facebook Messenger

What can you do today?

LIST ON MARKETPLACE

Sell your used vehicle inventory by exposing your listings to millions of people shopping for vehicles every day.

ADVERTISE ON MARKETPLACE

Drive ad campaigns directly to Marketplace listings: Drive engagement and convert ready-to-buy shoppers to leads with Click to Marketplace ads, which take prospective buyers directly to the vehicle page within Marketplace. You can also re-target shoppers in subsequent campaigns by leveraging on-site engagement audiences.

Through automatic placements, dealers can easily scale ads from News Feed across the entire Facebook family of apps, including Marketplace.

Getting started with Marketplace Listings and Click to Marketplace Ads is easy

NOTE

This is a limited introductory program in Australia, Brazil, Canada, France, Germany, Indonesia, Mexico, the UK and the US, designed for auto dealerships that work with partners who are able to list inventory on Marketplace; it is not for individual car owners. Dealerships that work with a listing partner can get started right away.

1 Set up a Facebook Page for your dealership (see page 8 for more details on how to set up a Facebook Page)

2 Work with a Marketplace Listing Partner who can list your vehicles: facebook.com/listingpartners

3 Integrate Messenger with your live chat provider. Please contact your provider for more details

4 Get started with Click to Marketplace ads that drive campaigns to your Marketplace listings

   • Set up a **Product Catalog Sales** campaign, choose a Marketplace eligible catalog and select **Facebook Marketplace** as your traffic destination

Marketplace Listing Best Practices

UPLOAD YOUR FULL PRE-OWNED VEHICLE INVENTORY

• Make as much inventory available as possible
• There is no cost to listing more inventory

PROVIDE HIGH-QUALITY PHOTOS

• Provide clean images of the car, with no overlays
• High resolution up to 4MB per image, maximum of 20 images

PROVIDE COMPLETE VEHICLE DESCRIPTION

• Provide as much information as you can about each vehicle
• More information leads to more qualified leads

RESPOND QUICKLY TO MESSAGES

• Faster response times are more likely to result in a visit to your dealership
• We highly recommend the use of a third-party chat provider

SET UP CLICK TO MARKETPLACE ADS

• Sluggish mobile page load times can increase bounce rates. Drive traffic to your Marketplace listings to reach high-intent shoppers where they are
• Users can get the vehicle information they need and reach you via Facebook Messenger in seconds

Need Help with Marketplace?

LEARN MORE

facebook.com/business/products/marketplace/auto

HELP CENTER

facebook.com/helpwithmarketplace

MARKETPLACE LISTING PARTNERS

facebook.com/listingpartners

"Facebook Marketplace has been a great digital showroom for our dealerships. From a paid and organic perspective, we have been able to acquire high-converting customers through this platform. With access to millions of users and the ability to target consumers locally, Marketplace is starting to become one of our best lead providers."

BRANDON PEREZ

National Social Media Manager, Asbury Automotive Group

Connect directly with customers and reduce friction in the sales process

More than 140 million monthly active businesses across the Facebook family[1]

What can you do today?

CONNECT WITH INTERESTED SHOPPERS ON MARKETPLACE

Use Messenger to connect with interested shoppers on Marketplace. Messenger is the main destination[2] for marketplace listings. Customers use it to inquire further about a vehicle, schedule a test drive and chat about purchase details.

See opposite page for more information about Messenger.

CONTACT A LIVE CHAT PROVIDER

Dealerships with vehicle inventory on Marketplace can contact a live chat provider to connect with Messenger. Working with a live chat provider allows your dealership to manage messages from people interested in the vehicle listings they see on Marketplace.

Note: If you don't use a live chat provider, you can still communicate with people through Messenger on your dealership Facebook Page.

ADS THAT CLICK TO MESSENGER

Start conversations with ads that click to Messenger. These ads enable you to reach people at scale, then continue to interact with each of them individually in Messenger. You can also re-engage existing conversations with sponsored messages.

GENERATE LEADS FROM MESSENGER

Generate leads from messenger with an ad that opens an automated question-and-answer flow to qualify potential buyers. Integrate with your CRM so your sales team can take immediate action on newly generated leads, and continue the conversation with qualified leads through Pages Inbox, Pages Manager App or a third-party live chat provider.

Need help with Messenger?

LIVE CHAT PROVIDERS FOR DEALERSHIPS ON MARKETPLACE

facebook.com/marketplacelivechat
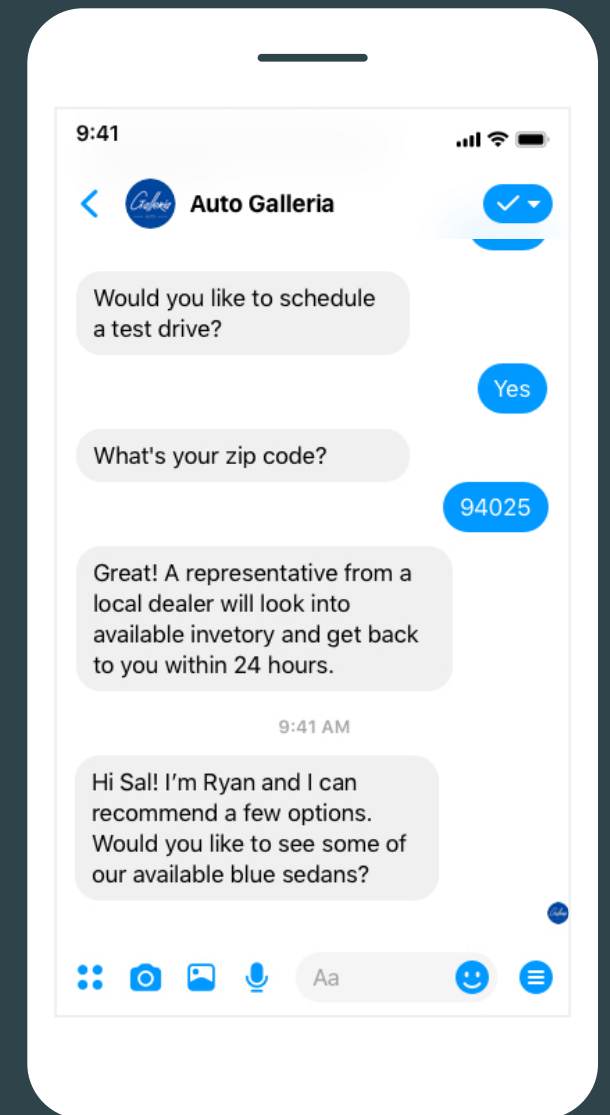
HELP CENTER

facebook.com/messagesobjective

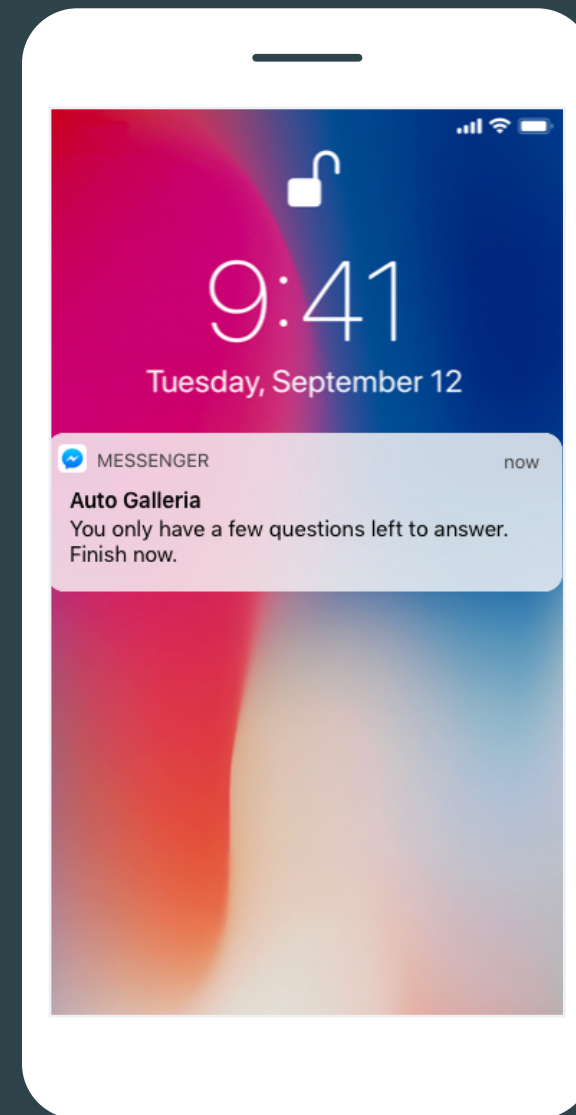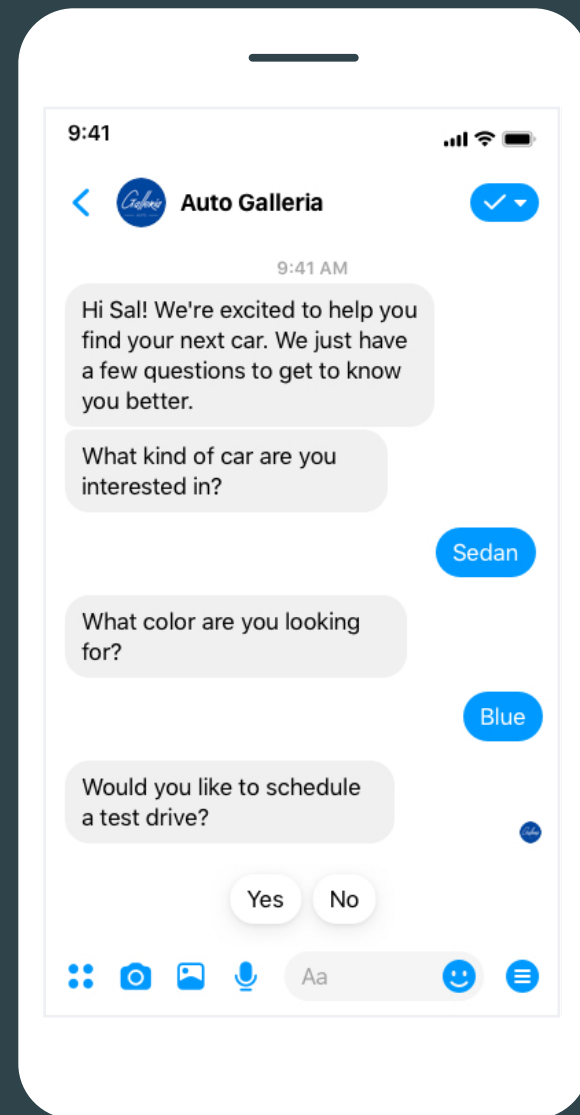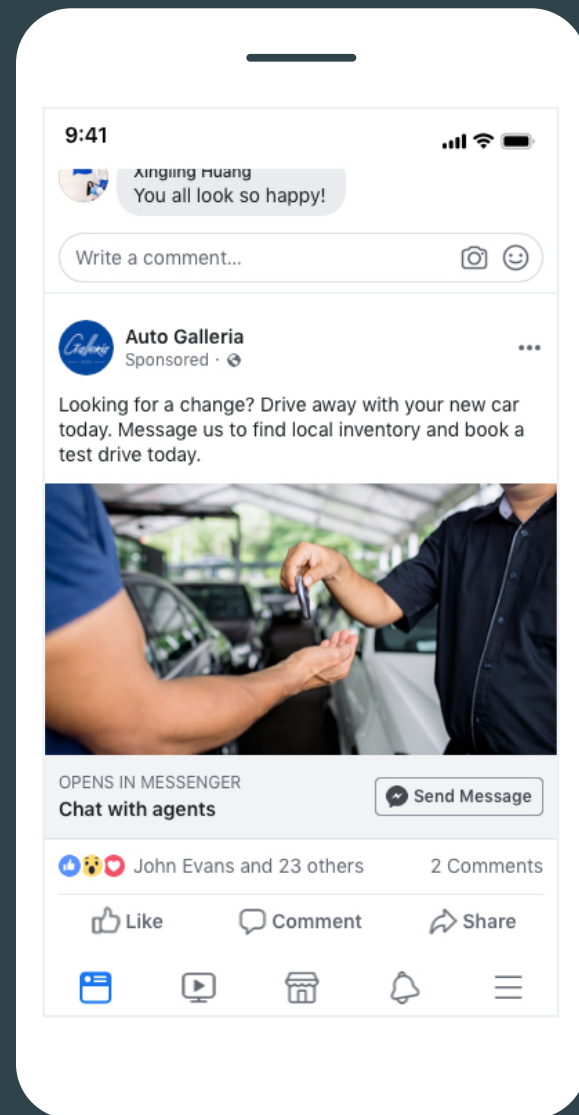### LEARN MORE ABOUT LEAD GENERATION IN MESSENGER

facebook.com/business/m/one-sheeters/messenger-lead-generation

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1 Facebook Q4 2019 Earnings Release

2 In select markets shoppers can connect with dealerships via lead form, instead of Messenger.

Lead generation
in Messenger

Get help and learn more about advertising on Facebook

Blueprint training for automotive

Training courses and certification designed for dealers.

BLUEPRINT TRAINING

Facebook now offers a Blueprint Training path catered to Local Automotive Solutions on Facebook. This path outlines the best courses within Blueprint for local automotive, as well as videos on automotive-specific products and strategies. On completion of the courses, there is an assessment that unlocks a certificate of completion for anyone who passes with a score of 80% or higher.

Note: *Please note this certificate is different than the Blueprint certified exam completion for buying and planning media on Facebook.*

AUTOMOTIVE SOLUTIONS TRAINING

fb.me/dealerblueprint

Facebook for Business

Learn more about Facebook advertising

VISIT THE AUTOMOTIVE HUB

fb.me/cars

FACEBOOK FOR BUSINESS

Facebook for Business gives you the latest news, advertising tips, best practices and case studies so that you can best use Facebook to meet your business goals:

facebook.com/business

INSTAGRAM FOR BUSINESS

Find resources to help engage and inspire people visually with your brand's story on Instagram:

business.instagram.com

FACEBOOK PAGES

facebook.com/business/pages

BUSINESS MANAGER

facebook.com/business/tools/business-manager

ADS MANAGER

facebook.com/business/tools/ads-manager

OFFLINE EVENTS

facebook.com/business/learn/facebook-offline-conversions

FACEBOOK ATTRIBUTION

facebook.com/business/measurement/attribution

MARKETPLACE

facebook.com/business/products/marketplace/auto

Facebook Help Center

Get help building ads and running campaigns.

FACEBOOK BUSINESS HELP

facebook.com/business/help

Questions about your Facebook ad? Chat and email support are available. Submit your question to our client solutions team and we'll respond within 1 business day. Or, advertisers who have spent on the platform in the last 6 months can chat with our support team to get the help they need.

AUTOMOTIVE INVENTORY ADS

facebook.com/autoinventoryads

CATALOG

facebook.com/aiacatalog

FACEBOOK PIXEL

facebook.com/aiapixel

FACEBOOK PAGES

facebook.com/pageshelp

BUSINESS MANAGER

facebook.com/aboutbusinessmanager

ADS MANAGER

facebook.com/adcreationinadsmanager

OFFLINE EVENTS

facebook.com/offlineconversions

FACEBOOK ATTRIBUTION

facebook.com/attributionhelp

MARKETPLACE

facebook.com/marketplacefordealers

Facebook Automotive Partners

A new key partnership with CDK Global

CDKGlobal.

CDK SOCIAL CONNECT

cdksocialconnect.com

FACEBOOK VEHICLE CATALOG

Easily create and maintain Facebook automotive inventory ad catalogs and Marketplace Vehicle feeds. Compatible with all leading inventory providers, includes make/model and image hygiene, and updated daily.

CDK PERFORMANCE MATCHBACK

Attribute vehicle sales to Facebook advertising spend with daily, automated DMS uploads. Review campaign performance with the KPI that matters most—sales.

CDK AUDIENCE CONNECT

Connect your CDK DMS to Facebook for highly targeted campaigns. Reach customers for a fraction of the cost of other channels.

Other dealer solution providers

Partner solutions below are included for informational purposes only, and inclusion does not constitute official endorsement from Facebook. Those considering any of these partner solutions should evaluate the opportunity with that partner directly.

Facebook's Marketing API allows providers who are not official partners to integrate and provide solutions to automotive dealerships. Direct the providers you work with to the API documentation to learn more about what is available: developers.facebook.com/docs/marketing-apis

DEALER PROVIDERS LIST

CarNow

carnow.com

DealerSocket

dealersocket.com

DriveCentric

drivecentric.com

Oplogic

oplogic.com

Reynolds & Reynolds / **naked lime**

Reynolds & Reynolds powered by Naked Lime: NakedLime.com

MARKETPLACE LISTING PARTNERS DIRECTORY

facebook.com/marketplace inventorypartners

Waymark

Waymark is an online video maker that helps you make exceptional video ads in seconds. Waymark templates are easy to personalize and built to perform anywhere you need a video ad. Find a template that's right for you, personalize it in seconds and start marketing.

Waymark offers creative designed specifically for the 4 Key Strategies for Dealers.

waymark.com/videos/collections/automotive-advertising

LIVE CHAT PROVIDERS FOR DEALERSHIPS ON MARKETPLACE DIRECTORY

facebook.com/marketplacelivechat

FACEBOOK PARTNER DIRECTORY

facebook.com/business/partner-directory/search

Quick Start Checklist

Follow the steps below to get started with
the 4 Key Strategies for Dealers

1 Before We Begin

FACEBOOK PAGE

Page Name: _____

- ☐ Create or claim your page
- ☐ Update page to include dealership information
- ☐ Add content and share updates with dealership followers

BUSINESS MANAGER

Business ID: _____

- ☐ Connect assets (page, ad accounts, pixels, etc.)
- ☐ Manage permissions (admin access, asset roles)

ADS MANAGER

Ad Account ID: _____

- ☐ Get started by creating your first ad
- ☐ Create the campaigns and ads for the 4 strategies using Ads Manager

FACEBOOK PIXEL

Pixel ID: _____

- ☐ Install base code on website
- ☐ Set up automotive events and parameters
- ☐ Test setup and verify pixel status

CATALOG

Catalog ID: _____

- ☐ Create catalog manually or use a partner

OFFLINE EVENTS

Offline Event ID: _____

- ☐ Create offline event set
- ☐ Assign all relevant ad accounts to the offline event set
- ☐ Upload sales data (new, used, service, etc.)
- ☐ Begin tracking performance in Ads Manager

ATTRIBUTION

Line of Business ID: _____

- ☐ Create a new Line of Business
- ☐ Assign assets including ad accounts, pixels and offline events
- ☐ (Optional) Add tracking data from other online advertising
- ☐ Begin measuring 90-day sales attribution in Attribution

Quick Start Checklist

Follow the steps below to get started with
the 4 Key Strategies for Dealers

2 4 Key Strategies

WHY BUY HERE

- ☐ **Objective:** Reach

- ☐ **Optimization:** Reach

- ☐ **Targeting:** Local area

- ☐ **Placement:** Automatic placements

- ☐ **Creative:** Image and short video
  promoting your dealership

READY TO BUY

- ☐ **Objective:** Catalog Sales

- ☐ **Optimization:** Conversions

- ☐ **Targeting:** Broad audiences

- ☐ **Placement:** Automatic placements

- ☐ **Creative:** Dynamic creative based
  on vehicle inventory catalog

CUSTOMERS FOR LIFE

- ☐ **Objective:** Traffic or Reach

- ☐ **Optimization:** Landing Page Views (for
  Traffic) or Reach (for Reach)

- ☐ **Targeting:** CRM Custom Audiences

- ☐ **Placement:** Automatic placements

- ☐ **Creative:** Image and short video
  with clear call to action

PROMOTIONS AND EVENTS

- ☐ Boosted Post

- ☐ **Objective:** Reach

- ☐ **Optimization:** Reach

- ☐ **Targeting:** Local area

Notes

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