



Meta Campaign for EV Model Launch

OVERVIEW

This case study examines successful Meta advertising campaigns across BMW dealers enrolled with us through an OEM program for the launch of the Electric BMW i5. The mission was to amplify awareness and drive traffic to a specially designed page for the BMW i5 premier event. The ultimate goal was to encourage RSVPs for an exclusive opportunity to experience the first-ever, 100% electric BMW i5. The campaign outperformed industry benchmarks in several key performance indicators (KPIs).

STRATEGY

- Objective: Increase awareness and interest in the new Electric BMW i5.
- Target Audience: Broad audience, with a focus on a small geographical radius.
- Platform: Meta (specifically optimized for mobile devices).

EXECUTION

We executed a mobile-first collection ad campaign, which showcased the sleek design and exceptional features of the Electric BMW i5. The ads were optimized for high engagement and designed to lead users to the BMW i5 premier event website with a strong call-to-action to RSVP.

BMW of Morristown Sponsored ·

Join us on November 2nd for an exclusive opportunity to experience the first-ever, 100% electric BMW i5. Space is limited. RSVP now!

RSVP Today!

Harness the Power of Electric.
With 200+ miles and 0% tailpipe emissions, the i5 provides a truly sustainable, like no other, full electric vehicle can.

Available Highway Assistant.
Allows for hands-free driving at speeds up to 85 MPH in controlled traffic situations.

Evolving Electromobility.
The i5 is the most powerful plug-in hybrid electric vehicle (PHEV) in its class, offering the flexibility of a gas engine and the benefits of electric driving.

Meta Campaign Results:

719
CONVERSIONS

111%
INCREASE IN
CLICK-THROUGH
RATE

107%
DECREASE IN
COST PER CLICK



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RESULTS

- **User Engagement:** The campaign generated 6,340 total users and 7,431 total sessions, indicating high interest and engagement with the content.
- **Conversions:** A total of 719 conversions were achieved, demonstrating a significant interest in the BMW i5 premier event.
- **Click-Through Rate (CTR):** There was a 111% increase in CTR compared to dealer averages for similar campaigns, showcasing the ad's effectiveness in capturing audience interest.
- **Cost Per Click (CPC):** A remarkable 107% decrease in CPC was realized compared to dealer averages, highlighting the cost-efficiency of the campaign.
- **Cost Per Thousand Impressions (CPM):** The campaign maintained an average CPM around the benchmark, ensuring cost-effective brand exposure.

ANALYSIS

The campaign's success can be attributed to the effective use of a collection ad format, which resonated well with the target audience. The focus on mobile devices and a broad audience within a small radius also contributed to higher engagement and lower costs.

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Join us on November 2nd for an exclusive opportunity to experience the first-ever, 100% electric BMW i5. Space is limited. RSVP now!

RSVP Today!

More

Harness the Power of Electric. With 260 hp and 469 lb-ft of torque, the BMW i5 is a powerful electric vehicle. *European model shown.

Available Highway Assistant. Allows for hands-free driving at speeds up to 85 MPH in countries where it's legal. *Optional. **Available on select models. †Always use proper driving techniques. ‡Always wear your seat belt. ††Always use proper driving techniques. †††Always use proper driving techniques.

Evolving Electromobility. The BMW i5 is a powerful electric vehicle. *European model shown.

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CREATIVE

This ad image represents a mobile device displaying an ad for the Electric BMW i5, keeping in mind the aesthetic and branding elements typically associated with BMW.

The ad shows an eye-catching red BMW i5 in motion, which likely contributed to the high engagement rate you experienced. The call to action to "RSVP Today" paired with the urgency of a limited space offer seems to be a compelling choice. By blending innovative ad formats with strategic targeting and compelling creative content, we not only met the OEM's goals but exceeded them, setting a new standard for future electric vehicle campaigns.

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RSVP Today!

More

Harness the Power of Electric.
With 200+ miles and 0% emissions, the i5 electric is a game-changer for your daily commute and your carbon footprint.

Available Highway Assistant.
Allows for hands-free driving at speeds up to 85 MPH in a limited number of regions.

Evolving Electromobility.
The i5 electric is a game-changer for your daily commute and your carbon footprint.

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