

Aligning with creative strategy to drive results

A division of a leading automotive manufacturer that sells luxury vehicles challenged Adaptly to reach out to their audience with a compelling creative message. Driving awareness for a new car models ad campaign, driving video views and post engagements was the main KPI.

Approach

Adaptly worked with a luxury car brand to understand the creative strategy behind the spot so that our targeting was aligned with their vision. We then helped the client translate their campaign goals into Facebook ad units so that we had several levers to pull in optimizing for engagements. By repeating this process throughout the campaign, we were able deliver results well above industry benchmarks.

- Since engagements and video views were of equal value, we deployed multiple ad formats to determine engagement drivers.
- Developed a broad mix of product, lifestyle and talent specific targeting to reach varying audiences.
- Updated targeting with most relevant terms associated with the content as promotion ramped up.

Results

- Delivered 91% of engagements on Mobile with a 11.43% engagement rate overall.
- Analyzed our targeting strategy to understand which users contributed to success and used that data to expand on our strongest performers.
- Our engagement rate delivered well above the client's expectations and relative benchmarks.



2.1 million
Video Views.



2.3 million post
Engagment.



11.43% engagement
rate.

Key Takeaways

- Making sure our targeting strategy, was in line with the goals of the creative team was paramount to our success.
- Translating creative concepts into multiple Facebook unit types allowed us to succinctly drive the best performing version of that concept and quickly optimize for the best results.

Adaptly