

# Success Story: Driving leads for Feldman Automotive



Objective: Drive leads through Facebook for the Michigan based dealers current conquest offer (incentive lease offer for competitive vehicle owners)

## SOLUTION

Valassis Digital developed a messenger chatbot to engage with users. We created a custom audience based on competitive vehicle owners that met the qualification criteria and that were geographically located near the dealerships.

Users were allowed to reply to the bot, immediately becoming a contactable lead. The chatbot was specifically programmed to engage with the consumer based on the specific vehicle that they were interested in (from the newsfeed ad that they responded to). Online ads were served to about 100,000 people per month and click through rates were between 4.5 - 5%.

## RESULTS

Post campaign, Valassis performed a sales matchback to tie the custom audiences that were targeted, to the bot engagements generated, and then to the actual sales made by the dealer (the dealer provided us their month end sales report).

The dealer had a record sales month.

*"We're seeing huge engagement with Valassis' innovative chatbot. We've seen 50-60 sales per month that can be tied back to the chatbot. The chatbot also supports the high brand standards we have built at Feldman – we're looking forward to finding additional ways to incorporate it into our business."*  
- Al Gillespie, ecommerce director, Feldman Automotive

