# TAIL RESILIENT Social Selling for the Car Industry LEAD GEN (FORM) AI **Case Study**



CUSTOM QUESTIONS ON FORM

### THE CLIENT



#### MEET MARK.

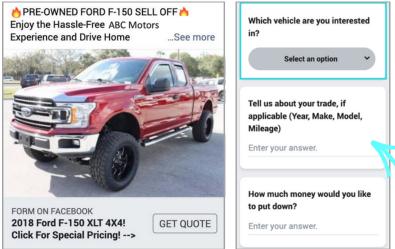
- Mark had over 60 F-150s that needed to be moved at year-end.
- We built them a Lead Gen ad within 48 hours with awesome results!
- Customers were able to submit their contact info as well as answers to custom questions within the form.

#### WHAT IS AN INSTANT FORM LEAD GEN AD?

An instant form lead gen ad allows you to collect contact information from people who are interested in your business or service.

- you are able to ask custom questions as well as contact information
- you are able to use a thirdparty tool to connect the lead ad to your CRM

## EAD GEN AD EXAMPLE



# **ROI RESULTS!**

Total Revenue:	\$58,273	
Average Gross Per Unit:	\$3,067	
Average Cost Per Lead:	\$20.44	)
Number of Leads:	51	
Link Clicks:	1,205	
Impressions:	57,683	
Reach:	15,927	
Ad Spend:	\$4,017	
Number Of F-150s Sold:	19	

#### RESULTS

Results	Cost per result	Reach	Impressions	Amount spent
51	\$20.44	15,927	57,683	\$1,024.50
On-Facebook Leads	Per On-Facebook Leads			