Meta

SHIFT

A GUIDE TO DRIVING DEMAND FOR INDIA'S AUTOMOTIVE INDUSTRY

GEARS

A Meta whitepaper in partnership with FADA — One Nation | One Association

∞ Meta
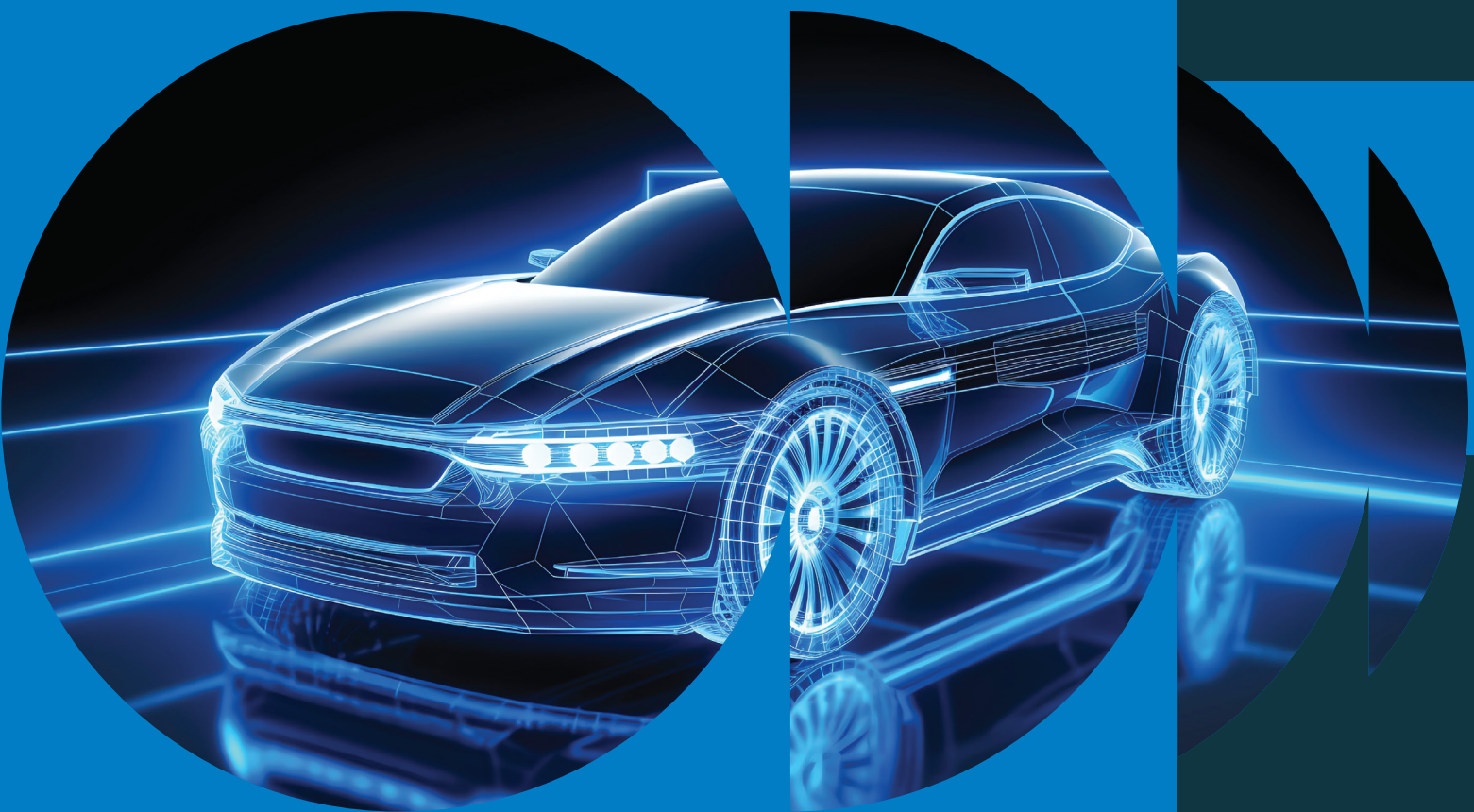
EXECUTIVE SUMMARY

The automotive industry is undergoing a significant transformation, driven by changing consumer behaviour and preference, technological advancements, increasing competition & stagnating demand.

On the consumer side, one of the key shifts in recent times has been adoption of digital mediums through the consumer life cycle across exploration, purchase & ownership. To address these shifts, it's essential to focus on digital marketing strategies that can help drive demand generation.

This document highlights key trends that can inform effective digital marketing practices for automotive OEMs and dealerships in India.
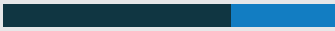
KEY TRENDS

01
Meta's influence in **driving discovery & evaluation**, powered by AI

72%
of new automotive buyers who were surveyed in this research discovered the brand / name plate on Meta family of apps[1]. Further, 69% stated that the Meta family of apps played a role in their purchase decision[1].

02
WhatsApp is the popular **messaging medium**

48%
of new automotive buyers who were surveyed in this research used WhatsApp to engage with the automotive OEM / dealership[1].

03
Growing significance of Reels & influencers in **driving automotive purchase decision**

With more than two-thirds of automotive buyers considering multiple brands,

72%
of automotive buyers who were surveyed in this research found influencer content helpful in the evaluation stage[1].

As the automotive industry aspires to drive efficient demand generation and at a much larger scale, it's recommended that automotive OEM's & dealerships factor the below recommendations in their go-to-market strategy.

OMNICHANNEL PRESENCE

Create an omnichannel presence, integrating online and offline channels to provide a seamless experience for customers. Integrating website, social media, and in-store experience can help dealerships provide a seamless customer journey. Facebook Page, Instagram handle & WhatsApp double up as the digital storefront for the dealer and extension of the dealership's brand.

INFLUENCER MARKETING

Partner with influencers and invest in partnership ads to increase brand awareness and drive consideration among potential buyers. Creators play a significant role in driving discovery and making new mobility trends main-stream. They are also able to communicate with users effortlessly on tech features e.g. EV range anxiety, Hybrid vs EV, safety features such as ADAS, etc. By partnering with local influencers and Creators, dealers can showcase their inventory and services to potential customers in a more authentic and engaging way.

RECOMMENDATIONS

The Indian Automotive industry is facing a challenging period, but by embracing these digital marketing strategies and by focusing on these key shifts, automotive OEMs and dealerships can revive demand and drive growth, By implementing the recommendations outlined in this document, industry stakeholders can stay ahead of the curve and achieve success in the rapidly evolving Indian automotive market.

HYPERLOCAL MARKETING

Implement Hyperlocal targeting strategies to reach your target audience more effectively, driving demand generation and sales. Dealers (& automotive OEM's) benefit from relevant communication and efficient cost per lead with Meta's custom lead form solutions through logged in ids. Hyperlocal boosts local discovery of dealerships and available name plates. Meta's onsite lead generation forms remove any reliance on website infrastructure for lead collection. Ads that click to WhatsApp can help Auto OEMs & dealers drive convenience for customers and also build 1st party data.

Amar Jatin Sheth

**DIRECTOR, Shaman Cars India Pvt Ltd &
Secretary, Federation of Automobile Dealers Associations**

"

Meta's focus on hyperlocal marketing has been a game-changer for us.

By targeting our local audience more effectively, we've seen a noticeable increase in foot traffic and inquiries. The strategies outlined in the whitepaper have truly helped us reach our potential buyers more efficiently."

Garima Misra

**MANAGING DIRECTOR
Group Landmark**

"

The insights from Meta's whitepaper have been invaluable in navigating the current challenges in the automotive industry.

As the contribution of digital leads continues to climb up, maximizing digital campaign performance is absolutely critical for automotive dealerships."

Table of Contents

How has Digital Transformed the Automotive Industry?

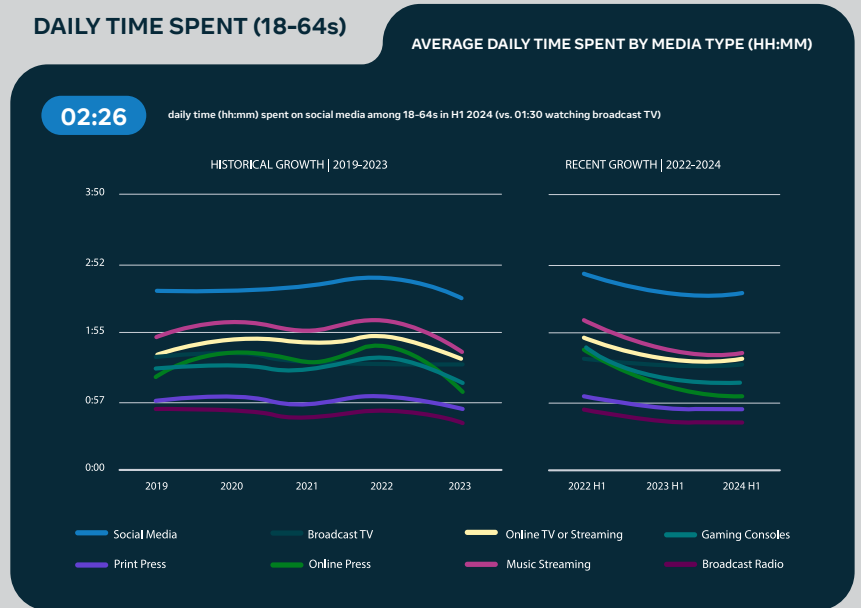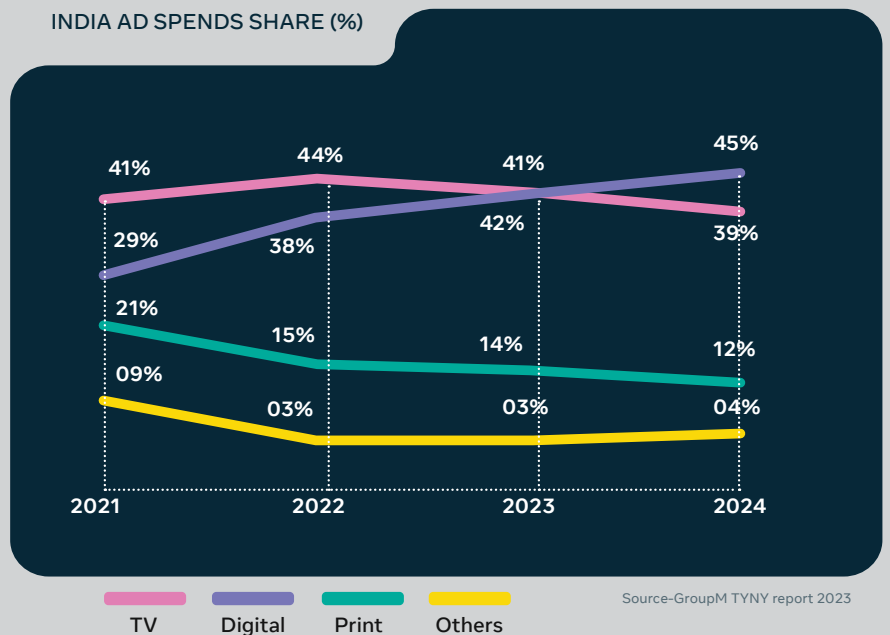# Social media platforms have emerged as the leading destination where 18-64 year olds spend the highest time

According to GWI Media Insights[2], Social media platforms have emerged as the leading destination where 18-64 year olds spend the highest time. (~2.5hrs/day vs 1.5hrs/day on TV and less than an hour on Print media) . This increased time spent on social media translates into greater opportunities for brands to engage with their audience through personalized content, real-time interactions, and measurable impact.

DAILY TIME SPENT (18-64s)

AVERAGE DAILY TIME SPENT BY MEDIA TYPE (HH:MM)

02:26 daily time (hh:mm) spent on social media among 18-64s in H1 2024 (vs. 01:30 watching broadcast TV)

HISTORICAL GROWTH | 2019-2023

RECENT GROWTH | 2022-2024

3:50
2:52
1:55
0:57
0:00

2019   2020   2021   2022   2023   2022 H1   2023 H1   2024 H1

— Social Media   — Broadcast TV   — Online TV or Streaming   — Gaming Consoles
— Print Press   — Online Press   — Music Streaming   — Broadcast Radio

Digital is now the largest advertising medium in India

As per GroupM TYNY 2023 report, Digital is now the largest advertising medium in India[3]. As consumers increasingly turn to digital channels for automotive research and purchase, dealerships are witnessing a shift in their marketing spend. Traditional lead generation sources are being complemented by social media platforms, with many dealers reporting an increase in leads generated from online channels.

INDIA AD SPENDS SHARE (%)

	2021	2022	2023	2024
TV	41%	44%	41%	39%
Digital	29%	38%	42%	45%
Print	21%	15%	14%	12%
Others	09%	03%	03%	04%

Source-GroupM TYNY report 2023

— TV   — Digital   — Print   — Others

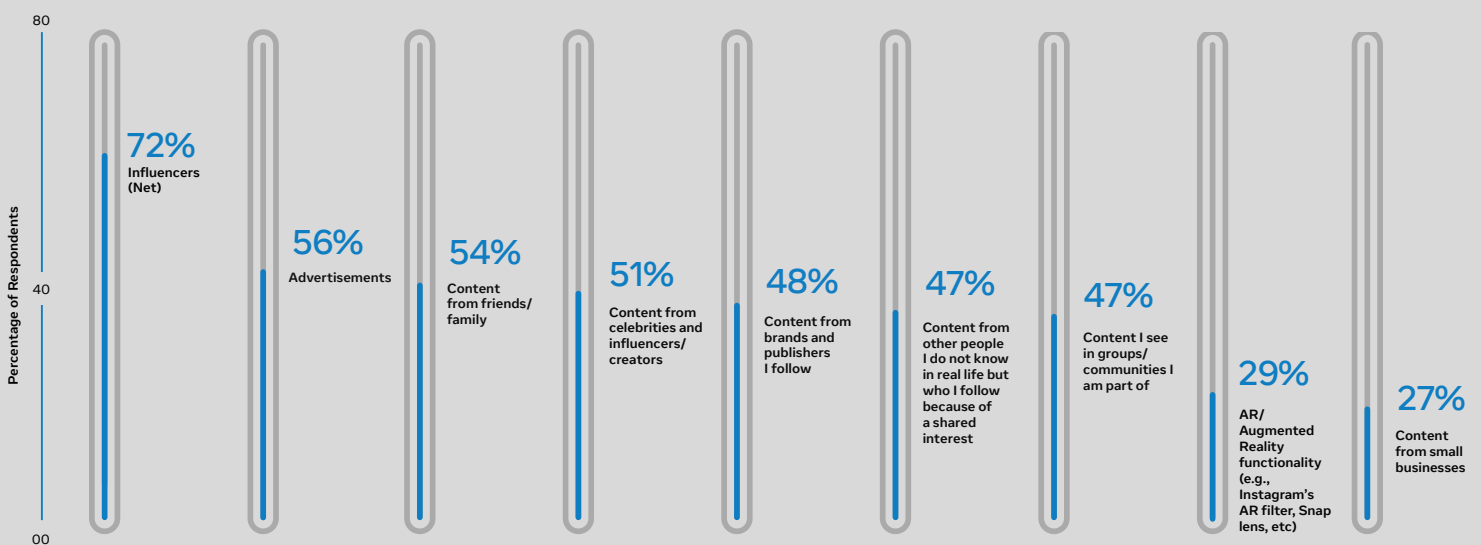# HOW META IS POWERING AUTOMOTIVE DISCOVERY AND EVALUATION

∞ Meta

When it comes to channels/ devices used for 'inspiration' around new automobiles, automotive buyers said that experiences on a mobile device are 2X more likely to inspire them compared to those at a dealership[1]. According to New Automobile Intenders Consumer Journey Study by Kantar Profile, 84% of new automotive buyers used digital platforms while evaluating which automobile to purchase, compared to only 29% users reporting Print as a medium of evaluation.[1]

Content preferences are shifting within automotive buyers browsing social media. Notably, automotive buyers found content from influencers to be most helpful in discovering new automobiles on social media, highlighting the growing importance of creator partnerships in the automotive marketing landscape.

The auto buyer's purchase journey continues to be omnichannel online discovery and evaluation followed by offline purchase. While in-person continues to be the preferred purchase setting for Automotive buyers, they are open to different purchase methods including buying from independent dealerships and OEM websites.

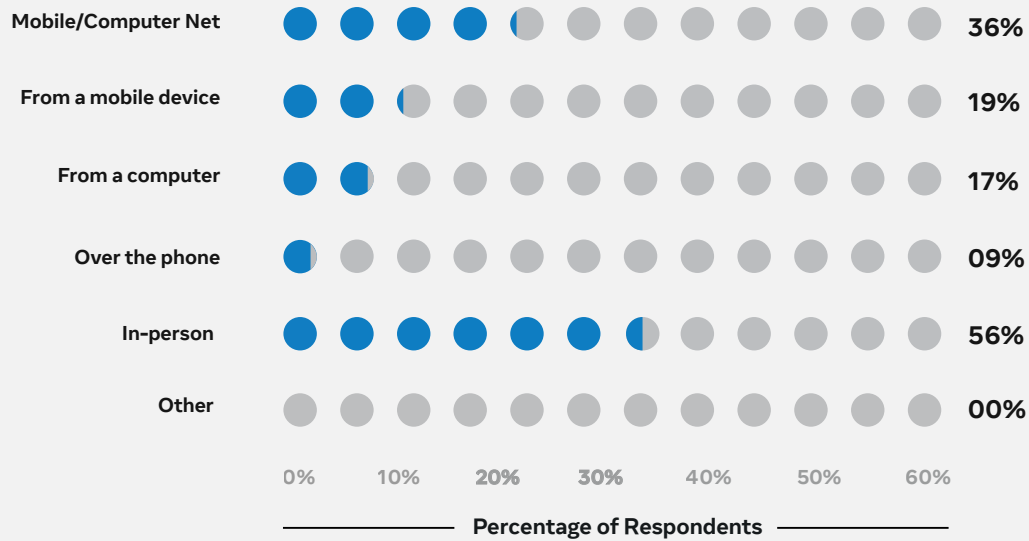# New Automotive Buyers: Social Media Content Found Helpful in Discovery

New Automotive Buyers: Social Media Content Found Helpful in Discovery

Percentage of Respondents

- 72% Influencers (Net)
- 56% Advertisements
- 54% Content from friends/ family
- 51% Content from celebrities and influencers/ creators
- 48% Content from brands and publishers I follow
- 47% Content from other people I do not know in real life but who I follow because of a shared interest
- 47% Content I see in groups/ communities I am part of
- 29% AR/ Augmented Reality functionality (e.g., Instagram's AR filter, Snap lens, etc)
- 27% Content from small businesses

1. Source: New Automobile Buyers Consumer Journey Study by Kantar Profiles (Meta-commissioned online survey, respondents aged 18-64, India, 2023)
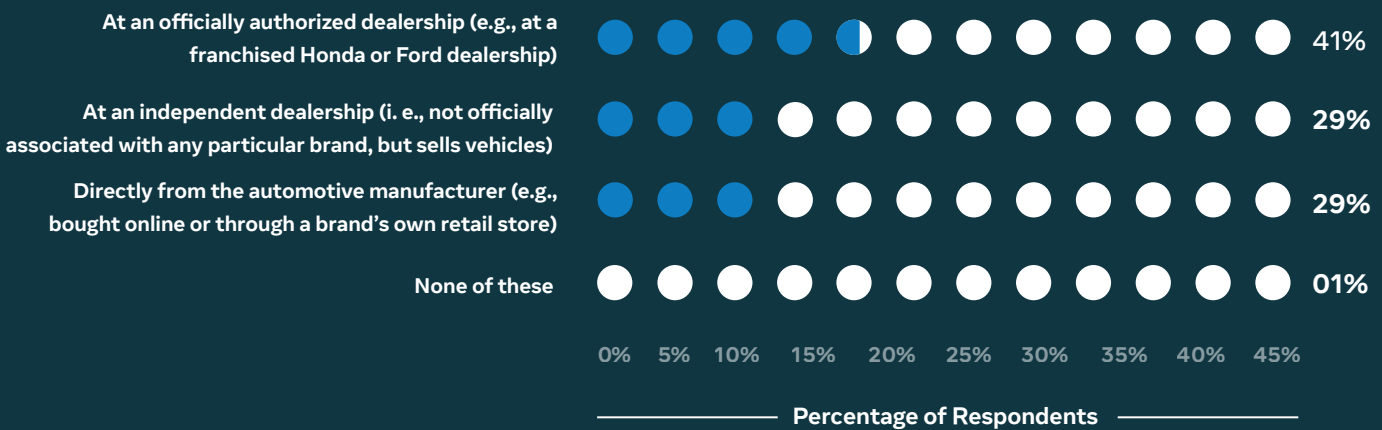
New Automotive Buyers ———————— PURCHASE SETTING

Category		Percentage
Mobile/Computer Net		**36%**
From a mobile device		**19%**
From a computer		**17%**
Over the phone		**09%**
In-person		**56%**
Other		**00%**

0%   10%   20%   30%   40%   50%   60%

Percentage of Respondents

New Automotive Buyers ———————— PURCHASE METHOD

Category		Percentage
At an officially authorized dealership (e.g., at a franchised Honda or Ford dealership)		**41%**
At an independent dealership (i. e., not officially associated with any particular brand, but sells vehicles)		**29%**
Directly from the automotive manufacturer (e.g., bought online or through a brand's own retail store)		**29%**
None of these		**01%**

0%   5%   10%   15%   20%   25%   30%   35%   40%   45%

Percentage of Respondents

C S Vigneshwar

PRESIDENT
Federation of Automobile Dealers Associations

∞ Meta

"

Meta has done path breaking work by helping dealers create a social presence and generate online leads with minimal investment.

With digital penetration increasing, our endeavour is to help scale India's auto dealers across geographies and demographics to connect with customers online. With Meta's wide reach across the country including in smaller towns, and adoption by people across age-groups, it's among the strongest platforms for automotive dealers to leverage and generate leads online."

Sai Giridhar

DIRECTOR, Saisha Motors Pvt Ltd &
Vice President, Federation of Automobile Dealers Associations

" **Meta plays a pivotal role in a dealership's business.**

If you wish to sell cars in India, the three most important platforms are- Facebook, Instagram and WhatsApp."

∞ Meta

The Road Ahead:

5 Key Trends

Shaping the Future

Of Automotive

Consumerism

Here are 5 trends defining how automotive buyers navigate the discovery, evaluation and purchase journey.

Indian automotive buyers are evolving rapidly, with a growing preference for online research and digital channels. They are becoming more discerning, seeking personalized experiences and care about how automotive brands interact with them more than ever.

01 Digitalization & informed decision-making

Indian automotive consumers are increasingly using online channels to discover cars. 72% of new automobile buyers discovered new car brands and models through Meta family of apps[1], positioning Meta as the leading platform for automotive brand discovery.

Additionally, 69% of new car buyers use Meta's apps for research and evaluation when deciding which vehicle to purchase[1], highlighting Meta's critical role in both brand discovery and the decision-making process.

As consumers have easier access to information on new models and launches, their consideration set is likely to have more brand choices. 82% Automotive buyers considered 2 brands or more across their entire purchase and research journey[1].

Therefore, it becomes important for brands to show up in the right moments with differentiated brand messaging to drive preference.
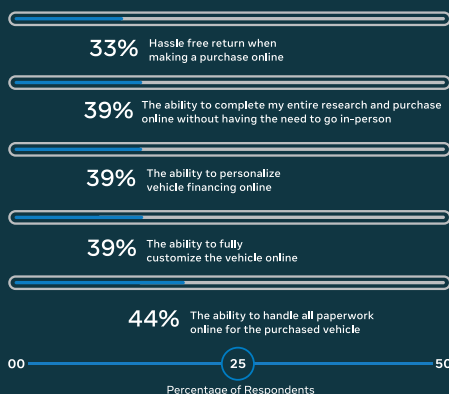
New Automotive Buyers: Channels/Devices Used for Discovery (i.e how hear or learn about new brands/models)

Channel	%
MOBILE / COMPUTER (NET)	85%
TELEVISION	50%
OUTDOOR ADVERTISING	32%
PRINT	28%
RADIO	16%
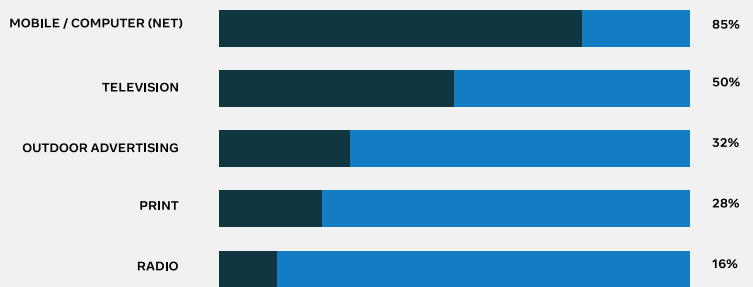
02 Automotive buyers seeking online convenience

Traditionally, the automotive consumer purchase journey has been a mix of online and offline touchpoints with digitalization driving higher adoption of online touchpoints. The automotive buyers today seek online convenience across the purchase journey with some of the most important factors when purchasing an automobile being – ability to handle all paperwork online, ability to personalize vehicle financing online and even complete the entire research and purchase process online.
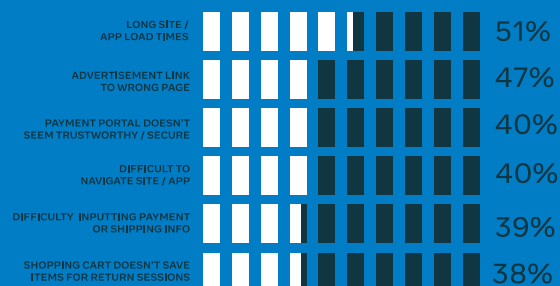
New Automotive Buyers: Important Factors when Purchasing Automotives

- 33% Hassle free return when making a purchase online
- 39% The ability to complete my entire research and purchase online without having the need to go in-person
- 39% The ability to personalize vehicle financing online
- 39% The ability to fully customize the vehicle online
- 44% The ability to handle all paperwork online for the purchased vehicle

00   25   50

Percentage of Respondents

03 Friction free online customer experiences for incremental sales

Lack of friction free online experiences in the purchase journey is the top reason for purchase abandonment with over 51% buyers citing long sites/ app load times as the primary reason[1]. The whole marketing experience needs to be seamless from the research to purchase stage. At present, 47% automotive buyers experience friction in the form of 'advertisements landing to wrong pages'[1]. The online purchase process contains points of friction which can be easily eliminated to drive incremental sales like building trust in online payment methods by highlighting security upfront, making easily navigable sites/apps and a connected consumer experience.

New Automotive Buyers: Purchase Abandonment Due to Issues Experienced While Shopping

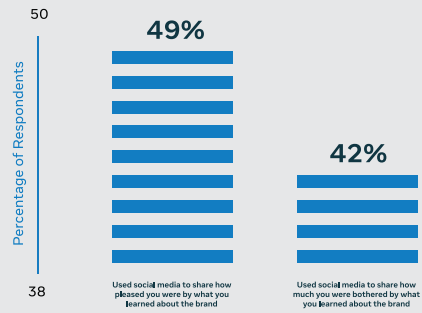| Issue	%
LONG SITE / APP LOAD TIMES	51%
ADVERTISEMENT LINK TO WRONG PAGE	47%
PAYMENT PORTAL DOESN'T SEEM TRUSTWORTHY / SECURE	40%
DIFFICULT TO NAVIGATE SITE / APP	40%
DIFFICULTY INPUTTING PAYMENT OR SHIPPING INFO	39%
SHOPPING CART DOESN'T SAVE ITEMS FOR RETURN SESSIONS	38%

04

Brand connections drive preference & loyalty appealing to differentially motivated customers
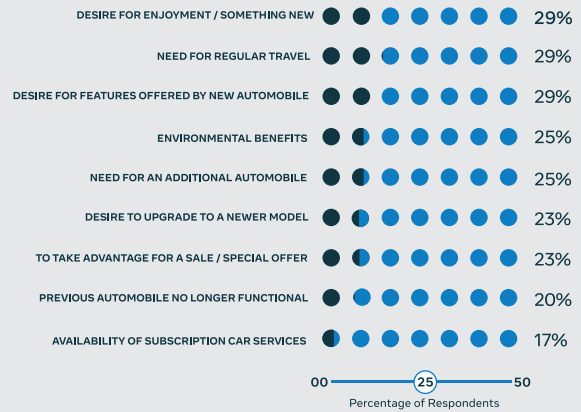
While high quality products & services which are worth the price continue to be primary drivers of brand preference/ loyalty, brands have a larger role than ever to play here with 37% auto buyers saying how the brand listens/ responds to it's customers matters for them[1]. 33% of auto buyers care about the brand's presence on social media and 32% of auto buyers care about how the brand reflects their own identity[1]. Automotive buyers care about how auto brands show up on social media with buyers turning to social media to express both positive and negative opinions about the brands they learnt about on social media.

The motivators driving Automotive buyers to make a purchase range from the desire for enjoyment/ something new to need for regular travel to environmental benefits indicating different motivations in different buyers. This further creates opportunities for Automotive marketers to reach buyers with differentiated creative messages appealing to different consumer motivations.

New Automotive Buyers: Results from Learning About Brand Value

50

Percentage of Respondents

49%

42%

38

Used social media to share how pleased you were by what you learned about the brand

Used social media to share how much you were bothered by what you learned about the brand

New Automotive Buyers: Why Purchased a New Vehicle

DESIRE FOR ENJOYMENT / SOMETHING NEW	29%
NEED FOR REGULAR TRAVEL	29%
DESIRE FOR FEATURES OFFERED BY NEW AUTOMOBILE	29%
ENVIRONMENTAL BENEFITS	25%
NEED FOR AN ADDITIONAL AUTOMOBILE	25%
DESIRE TO UPGRADE TO A NEWER MODEL	23%
TO TAKE ADVANTAGE FOR A SALE / SPECIAL OFFER	23%
PREVIOUS AUTOMOBILE NO LONGER FUNCTIONAL	20%
AVAILABILITY OF SUBSCRIPTION CAR SERVICES	17%

00 — 25 — 50

Percentage of Respondents

05

Role of messaging channels & increased preference for personalized experiences

As automotive buyers navigate their purchase journey, they are finding it increasingly convenient to reach out to automotive brands via messaging channels with 40% automotive buyers saying they used WhatsApp during the evaluation period[1]. WhatsApp has become a convenience enabler with automotive buyers using it for seeking information from dealerships, to seeking utility via service related conversations and making payments.

Consumers are seeking personalized experiences throughout the car-buying journey, from research to purchase to after-sales service. Brand updates, promotional offers and tips/tricks from other users are some of the most preferred types of information/messaging that Automotive buyers would want to receive after purchasing. Nearly 33% of Automotive Buyers indicated the brand's personalization of its ads and messages to their need as a driver of brand loyalty/preference[1]

WhatsApp Automotive-related Social Media Activities (Among People Who Use WhatsApp Weekly)

48%
Send DM to a dealer/automotive brand to make a general enquiry about vehicle availability, location or hours

45%
Send DM to a dealer/automotive brand to get customer service for a vehicle I already own

41%
Send/recieve money/payments for an automotive purchase

Post-purchase: Types of Info/Messaging Automotive Buyers Would Like to Receive after Purchase

46%
Brand model updates and specification upgrades

37%
Promotional offers/coupons

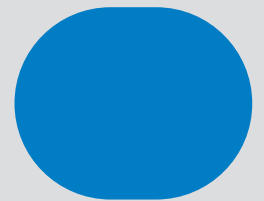**34%**
Tips/tricks/tutorials from other users

How is Meta Enabling Dealer Digitization?

Meta and the Federation of Automobile Dealers Associations launched the "Move with Meta" program in 2023 to support automotive dealerships across India.

As the automotive industry continues to evolve, Meta is dedicated to supporting automotive dealerships in their digital transformation journey. Through our partnership with the Federation of Automobile Dealers Associations (FADA) and the "Move with Meta" program launched in 2023, we aim to empower dealerships across India to harness the power of digital marketing and drive business growth. By bridging the gap between online and offline channels, we can help dealerships thrive in today's rapidly changing market.

The initiative aims to assist automotive dealerships in enhancing their digital presence and improving customer engagement through Meta's platforms. The program is designed to help automotive dealerships leverage Meta's tools and technologies to better connect with potential customers, drive sales, and improve overall business operations.

By leveraging Meta's platforms, the program seeks to boost the effectiveness of hyperlocal marketing efforts and facilitate greater collaboration between dealerships and automotive OEMs.

Saharsh Damani
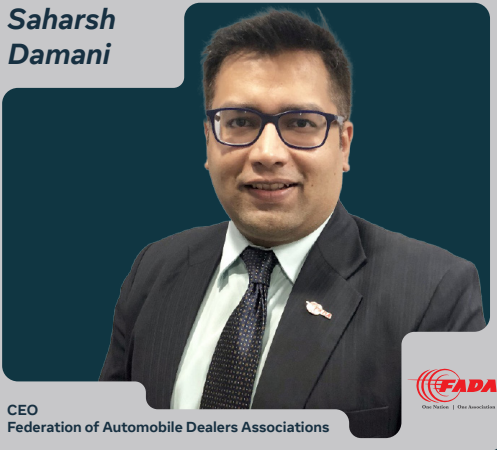
CEO
Federation of Automobile Dealers Associations

"

The automotive industry stands on the cusp of a seismic shift, where digital transformation isn't just an option– it's the unstoppable force propelling the future of mobility.

Meta's whitepaper reveals how omni-channel marketing, hyperlocal targeting and influencer-led campaigns can reimagine customer engagement, unlock fresh revenue streams and spark unprecedented business growth.

At FADA, our vision is to guide our members through this evolving digital frontier, equipping them with the cutting-edge strategies that will redefine customer relationships, revitalise operations and drive the automotive ecosystem toward a more connected, customer-centric tomorrow."

Manish Raj Singhania

CHAIRMAN
FADA Academy & Research

"

The digital era has significantly altered the auto consumer's purchase journey, making it more research-driven.

Consumers now gather information, compare prices, and read reviews online before stepping into a dealership. In response, dealerships are pivoting their marketing strategies to include digital platforms, using targeted online ads, social media engagement, and virtual showrooms to attract and retain customers."

Bharat Chordia
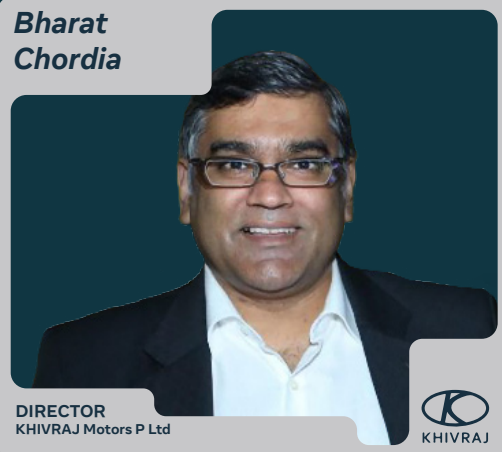
DIRECTOR
KHIVRAJ Motors P Ltd

"

WhatsApp ads helped us get more test drives for our newly launched cars, helping us improve car bookings and sales.

We are now planning to use ads that click to WhatsApp for existing car models as well."

Saugato Bhowmik

DIRECTOR
Auto, CPG, & D2C for Meta in India

"

Our platforms and products are well positioned to enable rapid and efficient digital customer acquisition and customer engagement for dealers in a hyperlocal manner.

Over the last two years we've enabled thousands of dealers to digitize their outreach and experiences through our unique solutions. We're thrilled to deepen our partnership with FADA on this journey to further unlock growth for automotive dealers and in turn for OEMs across India."

Up-skill more than 5,000 dealers through scaled interventions

Dealerships received training and support on using Meta's advertising and marketing solutions, including Facebook and Instagram, to effectively reach and engage with their target audience. The program offered insights into digital marketing strategies, customer targeting, and performance measurement, helping dealerships to optimize their online campaigns and increase their digital footprint, ultimately providing them with the resources and knowledge to thrive in an increasingly digital marketplace.

Through targeted interventions, we ran knowledge sessions for FADA GenX, which focuses on the second and third generations of automotive dealerships, as well as for Women in FADA, comprising female dealer principals and entrepreneurs. Our aim was to upskill these groups on effectively utilizing Meta's solutions, such as Reels, AI-powered tools, and WhatsApp, to enhance their digital marketing strategies.

Focused interventions for GenX dealers and Women in FADA

Dealer Digitization

We have focused on driving social presence for dealerships across the country and boosting digitization of Hyperlocal marketing efforts across dealers

Curated Curriculum for FADA dealers

We launched an exclusive Meta blueprint course and certification program for Automotive dealers to upskill them on key Meta solutions to drive sales for dealerships. Dealers certified under this program received the Blueprint certification.

KEY INITIATIVES UNDERTAKEN AS PART OF THE PROGRAM
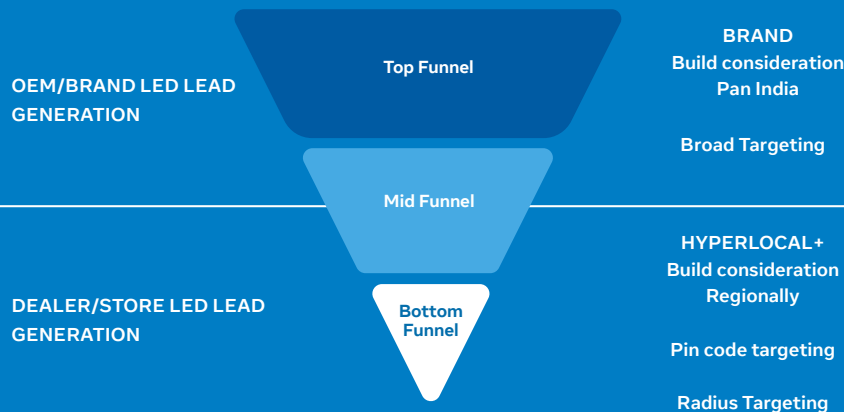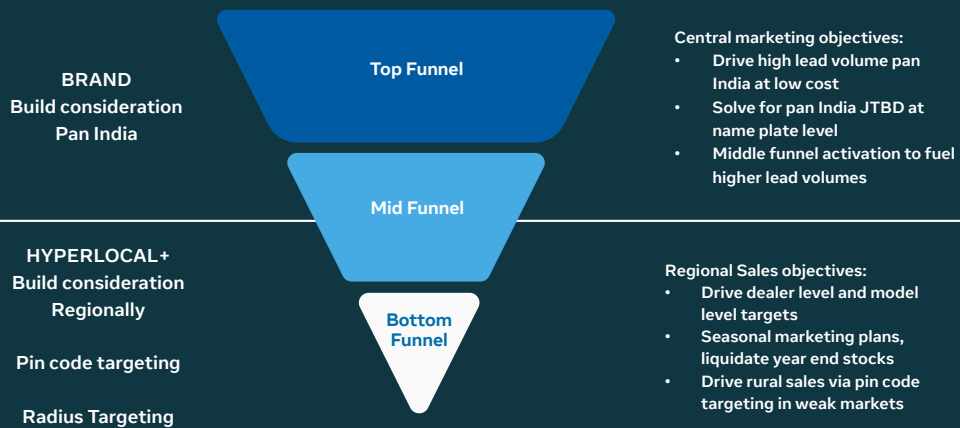
How Dealerships can Leverage Meta to Grow their business?

HYPERLOCAL LEAD GENERATION MODEL
CONSUMER VIEW

OEM/BRAND LED LEAD GENERATION

Top Funnel

BRAND
Build consideration
Pan India

Broad Targeting

Mid Funnel

HYPERLOCAL+
Build consideration
Regionally

DEALER/STORE LED LEAD GENERATION

Bottom Funnel

Pin code targeting

Radius Targeting

HYPERLOCAL LEAD GENERATION MODEL
BRAND VIEW

BRAND
Build consideration
Pan India

Top Funnel

Central marketing objectives:
- Drive high lead volume pan India at low cost
- Solve for pan India JTBD at name plate level
- Middle funnel activation to fuel higher lead volumes

Mid Funnel

HYPERLOCAL+
Build consideration
Regionally

Pin code targeting

Radius Targeting

Bottom Funnel

Regional Sales objectives:
- Drive dealer level and model level targets
- Seasonal marketing plans, liquidate year end stocks
- Drive rural sales via pin code targeting in weak markets

From a brand perspective, this model may be powered by different marketing objectives ranging from driving high lead volumes at low cost per lead to a granular objective like targeting rural sales in specific pin codes. Building dealer discovery touchpoints is a critical step to ensuring prospective customers discover their nearest dealerships. Building store pages on Facebook for each dealership is an effective way to build a Meta presence for dealerships.

Leveraging the right hyperlocal model matched to your business needs becomes crucial to getting hyperlocal success. A hybrid model with OEM, agency & technology partners working together may be the most comprehensive model to adopt.

Automotive businesses can leverage Meta Business Partner Solutions to drive faster adoption and go live of the hyperlocal model across multiple dealer touchpoints. MBPs offer Plug and Play solutions that allow store page structures to the campaign creation to the lead qualification process being seamless and automated across thousands of dealer touchpoints.

During the consideration phase, a consumer seeks to engage with the brand, while at the point of purchase, they prefer to connect directly with the dealer. 81% of automotive consumers visited the social media profile of a dealership while purchasing an automobile[1]. The majority of people visit a dealership's Facebook page to understand the experience they can expect. Hyperlocal Marketing Model can help dealerships discover new local buyers & grow sales.

From a consumer perspective, consumers may be exposed to two types of acquisition strategies - OEM led and dealer led. As Automotive consumers move along the purchase journey, they may discover new brands through national advertising campaigns on Meta through brand touchpoints, followed by discovering dealer brands through geo-targeted advertising campaigns via dealer touchpoints on Meta. The latter is called 'Hyperlocal Marketing' with dealerships acquiring local customers through local discovery.

Jatin Chhikara

HEAD
Digital & CRM, Royal Enfield

ROYAL ENFIELD

"

While our dealers have maintained an active organic digital presence for a few years, we sought to elevate our digital customer engagement and capture incremental leads.

We have now onboarded 1000+ dealers on Meta & also launched our hyperlocal ads program last year. I'm delighted to share that this initiative has driven substantial growth in leads and motorcycle sales for Royal Enfield. We're now expanding our efforts to empower more dealerships with Meta's solutions including WhatsApp, aiming to drive even stronger business impact through our Hyperlocal approach."

Gita Dhir

BUSINESS DIRECTOR
DeltaX

"

Customer journey is complex and non-linear, involving numerous local touchpoints from the initial research phase to the final purchase decision.

DeltaX research indicates that ineffective local marketing strategies can result in the loss of up to 28% of potential leads and missed opportunities to drive foot traffic to dealerships by nearly 50%. Furthermore, a Hyperlocal approach ensures a consistent and relevant customer experience across all local interactions, which is crucial in reducing the 32% drop-off rate caused by inconsistent local experiences. By leveraging Hyperlocal strategies, combined with DeltaX's personalized creatives and Meta marketing solutions, automotive brands can effectively engage with customers at each stage of their journey, ultimately enhancing lead generation and conversion rates."

Ashish Mehta

CO-FOUNDER
OnlineSales.ai
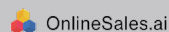
OnlineSales.ai

"

Leveraging the right hyperlocal model matched to your business needs becomes crucial to getting hyperlocal success.

A hybrid model with OEM, agency & technology partner working together may be the most comprehensive model to adopt. Automotive businesses can leverage Meta Business Partner Solutions to drive faster adoption and go live of the hyperlocal model across multiple dealer touchpoints. MBPs offer Plug and Play solutions that allow store page structures to the campaign creation to the lead qualification process being seamless and automated across thousands of dealer touchpoints."

HYPERLOCAL PROGRAM

THE BRAND

1. Own Program's Vision
2. Program Awareness across channel Partner's/Managers
3. Co-Sponsors the program
4. Drives Program KPIs
5. Enables data flows & integration
6. Sales Incentivizations

Program Sponsor

AGENCY PARTNER

1. Quality & Project Governance
2. Enable Digital assets & templates
3. Weekly/Monthly Program Review
4. SME Engagement (optional)
5. Media planning (optional)
6. Media Performance management (optional)

Program Governer

HYPERLOCAL PARTNER

1. Platform customization & integrations
2. SME Onboarding and Digitization
3. SME Training & Workshop
4. Hosting Co-op Marketing module
5. 1-Click Campaign Launches
6. 24/7 Optimizations towards KPIs
7. Real-time Lead Sync
8. Lead Nurturing
9. Omni-view for Partner & Brand
10. Media planning and management

Program Enabler

GETTING �él STARTED

ON ∞ Meta
WITH ☀

THE HYPERLOCAL
MODEL ✸

Optimizing Store Presence: Leveraging Meta's Page Structure for Automotive Businesses

By utilizing Meta's page structure, automotive businesses can create a standardized and localized presence across multiple store locations. This enables customers to easily find and engage with nearby dealerships, while also providing businesses with a centralized platform to manage store details and content.

By leveraging Meta's page structure, automotive businesses can optimize their online presence, improve customer engagement, and drive business growth.

Once dealerships go online with store pages, they can reach out to local buyers using any of the below lead formats. Lead ads with instant forms offer the most friction free experience for dealerships to source local leads from prospective buyers without the need of creating a website.

Leveraging different lead ads destinations offers the opportunity to reach out to different customers who are likely to convert through different lead ads destinations.

KEY BENEFITS OF THIS APPROACH INCLUDE:

> Enhanced customer trust through standardized store pages

> Improved local search visibility

> Streamlined content management across multiple store locations

Virat Khullar

GROUP HEAD
Marketing-Hyundai Motor India Limited

> We're excited to see outstanding business results through our partnership with Meta and OnlineSales on the Hyperlocal program.
>
> Together, we've developed a custom model that efficiently onboarded over 600 dealers in record time. In H2'24, Meta Hyperlocal drove a remarkable 37% growth in sales compared to H1, while delivering 29% reduction in Cost per Retail.
>
> As we move forward, we're eager to scale this partnership further, leveraging cutting-edge AI and messaging solutions to unlock even greater opportunities."

FORMS
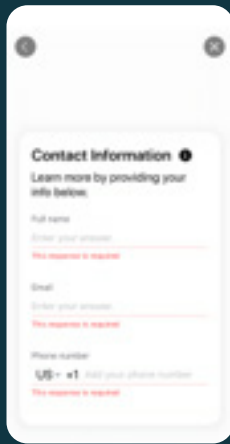
Lead Ads
(Instant Forms)
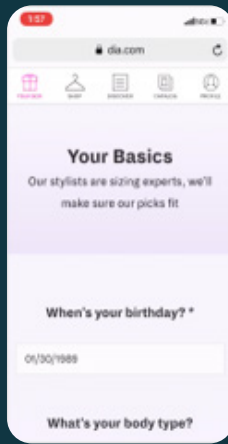
Website Conversions
(Website Forms)

CALLS
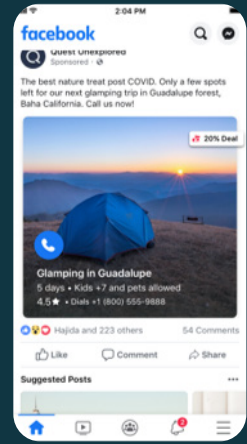
Call Ads and
Call Extensions

MESSAGES

Ads that
click to message
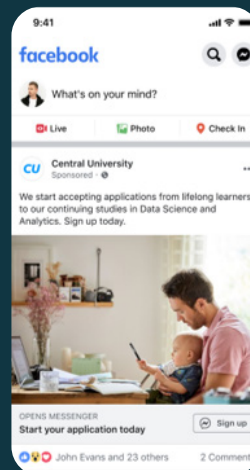
Ads that click to Messenger,
WhatsApp lead generation

How can we Build Digital Dealerships of the Future?

Assessing the maturity of a Hyperlocal Marketing Model involves multiple business & marketing aspects

Here is a Hyperlocal Marketing Maturity Model developed by Meta for advertisers and partners to assess the solution adoption and benchmark progress.

Sandeep Singh

CHIEF OPERATING OFFICER
SingleInterface

"

In Automotive Industry, dealership experience plays a crucial role in the decision making journey of a customer.

While majority of the pre-buying experience has moved to digital, as consumers look to gather as much information as possible even before stepping into the dealer's showroom, the final decision is still made at the dealership. Hyperlocal is thus the most important touch point which helps connect the customers, who have high affinity towards the category, with the dealership directly. A direct and immediate connect with dealership helps them move a customer fast through the funnel. Time to get connected with dealership is inversely proportional to conversion rate - the longer it takes for customer to speak to dealer, lower are their chances to convert. Enabling efficient Hyperlocal Marketing for dealers solves for this. It is also almost 30-40% more efficient than other form of lead generation."

Hyperlocal Model Stage Classification

LEVER	STARTER	ADOPTER	ADVANCED
Campaign Structure Consolidation	Low	Medium	Hard
Campaign Creation & Optimization	Manual	Automated	Automated
Media Structuring	Dealer Hyperlocal Campaigns	OEM+Dealer Hyperlocal Campaigns	OEM + Regional + Dealer Hyperlocal Campaigns
Use of Advantage+ (Creatives, Placement)	Not in use	>50% of Campaigns	>90% of Campaigns
Lead Generation Solution Adoption	1 Solution (Instant Form, Messaging Channels, Call Ads)	2 Solutions (Instant Form, Messaging Channels, Call Ads)	3 or more Solutions (Instant Form, Messaging Channels, Call Ads)
Creative Localization	Pan India Creative Strategy	State/City Level Creative Strategy	Locality/ Dealer Level Creative Strategy
Creative Diversification	Format Diversification	Format + Motivator Diversification	Format + Motivator + Creator Led DiversificationStrategy
Technical Stack	Lead Management System + MBP Led Campaign Automation	Lead Management System + MBP Led Campaign Automation + Conversion API Integration	Lead Management System + MBP Led Campaign Automation + Conversion API Integration + Creative Automation
Lead Management Processes	Developing Manual Follow Ups, No Reporting on Lead Response Times	Evolving Automated Follow Ups, Automated Reporting on Lead Response Time	Advanced Automated Follow Ups, Automated Reporting on Lead Response Time, Data Led Lead nurturing
Data	Using Leads Optimization	Using Leads + Conversion Leads Optimization (Testing)	Regularly deploying Leads + Conversion Leads Optimization
Measurement	A/B Tests	A/B Tests + CAPI Led Measurement	A/B Tests + CAPI Led Measurement

The solutions of the future are built on foundational solutions that have been tested by Automotive OEMs and dealerships on Meta today.

These form the basis for a robust blueprint for accelerating automotive sales success for dealerships adopting these solutions.

1

+32%

higher Return on Ad Spend[4].

Embracing AI & Automation with Advantage+

By leveraging AI and automation, dealers can streamline their operations and improve efficiency. In fact, by leveraging our Advantage + suite, advertisers have seen +32% higher Return on Ad Spend[4]. Combined with a declining cost per acquisition, this has resulted in higher Returns on Ad Spend. With Advantage+, dealers can automate their advertising campaigns and reach potential customers at the right time with personalized messages. This can help dealers in India to reach a wider audience and increase their sales.

2

Leveraging creative diversification to reach new audiences

Dealers can expand their customer base by using diverse creative strategies that appeal to different segments of the market. This includes using different ad formats, such as videos, images, and carousels, and targeting specific demographics and interests. In India, dealers can use creative diversification to reach out to different regions and communities, and tailor their messaging to resonate with local audiences.

3

47%

of new automotive buyers surveyed said that they would like to receive vehicle service reminders on a messaging[1]

Using messaging channels like WhatsApp to close sales

Among new automotive buyers who use WhatsApp, 48% people sent a direct message to an Automotive brand or dealership to make a general enquiry about vehicle availability[1]. Messaging channels like WhatsApp provide an opportunity for dealers to engage with potential customers real-time and build strong relationships. By using these channels effectively, dealers can close more sales and improve customer satisfaction. In fact, 47% of new automotive buyers surveyed said that they would like to receive vehicle service reminders on a messaging surface[1] WhatsApp can be leveraged for this and many other use cases such as brand model updates, new releases, customer surveys, etc.

1. Source: New Automobile Buyers Consumer Journey Study by Kantar Profiles (Meta-commissioned online survey, respondents aged 18-64, India, 2023)

4. Source: Meta internal study on Advantage+ shopping campaigns across 31 advertisers from NA, APAC, EMEA, and LATAM from July-Sept 2022.

4

41%

people watch Instagram Reels about vehicles and dealerships[1].

Leveraging the power of Reels and creators to amplify local voices

Among new automotive buyers, 41% people watch Instagram Reels about vehicles and dealerships[1]. It is therefore imperative that dealerships leverage video-first surfaces such as Reels to reach their prospective customers. Among Automotive buyers, 72% found Creator content most helpful in evaluating which vehicle to buy[1]. Creator content on Reels will help dealers reach a wider audience, build brand awareness, and influence evaluation and purchase decisions of users. By partnering with local influencers and creators, dealers can showcase their inventory and services to potential customers in a more authentic and engaging way. Moreover, brands have seen significant impact by using these solutions in combination with the Meta Moment Maker - an ad buying strategy that enables advertisers to reach large audiences and make a big impact with the core audience in a short three-day campaign. Dealers can leverage this to maximize audience reach during key moments such as the festive season.

Hyundai Used Advantage+ Placements for Driving Efficiency

To improve cost per lead and lead volume by Meta for their Hyperlocal dealer campaigns, Hyundai India, used Advantage+ Placements to place their dealer ads across all Meta surfaces. They combined this with creatives designed for Meta surfaces including square and vertical creative assets.

Using placement liquidity and the power of Advantage+ placements, they saw lower Cost Per Leads and higher lead volumes.
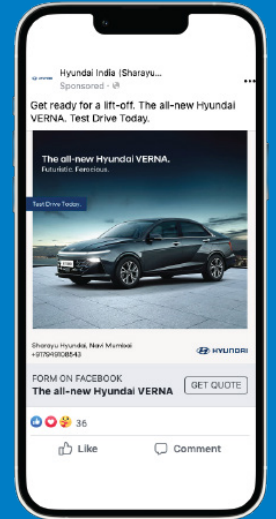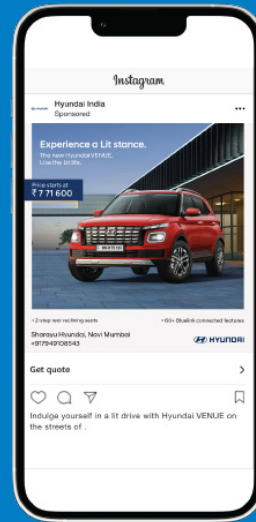
18% Increase in Lead Volume v/s Manual Placements

34% Decrease in Cost Per Lead v/s Manual Placements

Royal Enfield leveraged an AI-powered WhatsApp experience for real-time event updates

Grow real-time engagement with WhatsApp

"We're thrilled with the unprecedented success of MotoCaptain, which has extended global industry benchmarks MotoCaptain was designed with users in mind, offering a seamless, easy-to-navigate platform within the Motoverse where motorcycle enthusiasts could explore all aspects of the event. MotoCaptain allowed us to connect with users in a more personal and engaging way, skipping traditional marketing approaches for a truly interactive experience."

Jatin Chhikara
Head – Digital & CRM, Royal Enfield

61% click-to-conversion rate from ads that click to WhatsApp

40% events registration completion rate
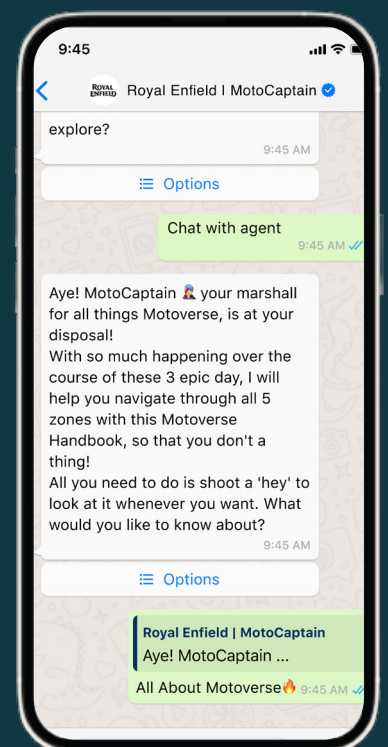
MG Motor India leverages Conversions API to generate high quality leads

To secure high-intent interest in its cars, the Indian branch of the British automobile maker ran an instant forms campaign optimized for the conversion leads performance goal and saw a 40% increase in qualified leads earned.

BUSINESS OBJECTIVE

Reach high-intent automotive customers and drive sales

40% more qualified leads generated

MEDIA TACTIC

Conversion leads with CRM Conversions API integration

29% lower cost per qualified lead

Vaishali Honda records growth in Test Drive & qualified enquiries with ads that click to WhatsApp & SMB App

Vaishali Honda, a Patna based Car Dealership, wanted to grow test drives & drive car sales. They leveraged geo-targeted Hyperlocal ads that click to WhatsApp to reach new users. Using WhatsApp SMB App to chat with prospective customers instead of SMS & email channels, they recorded a steep growth in test drives.

"WhatsApp ads helped us get more test drives for our newly launched cars, helping us improve car bookings and sales. We are now planning to use ads that click to WhatsApp for existing models also."

Harshendra Kumar
Managing Director, Vaishali Honda

12X More test drives post ads that click to WhatsApp vs BAU

**5X** More qualified enquiries post ads that click to WhatsApp vs BAU
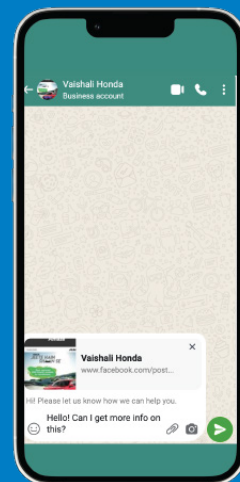
TVS Uses Creator content and Meta Partnership Ads to drive Ad Recall for the TVS Ronin

TVS RONIN
THE ULTIMATE MODERN-RETRO

TVS Motor Company sought to position the TVS Ronin, their flagship modern-retro motorcycle, as a premium lifestyle choice in the competitive two-wheeler segment. The campaign aimed to showcase the motorcycle's sophisticated technology and distinctive design DNA while building brand resonance across strategic markets.

By partnering with Meta's Born on Instagram program, TVS orchestrated an innovative Creator-led campaign that authentically captured the Ronin's unique appeal. The strategy leveraged Regional Creators and Partnership ads to establish the Ronin's premium positioning while driving meaningful engagement across target demographics.
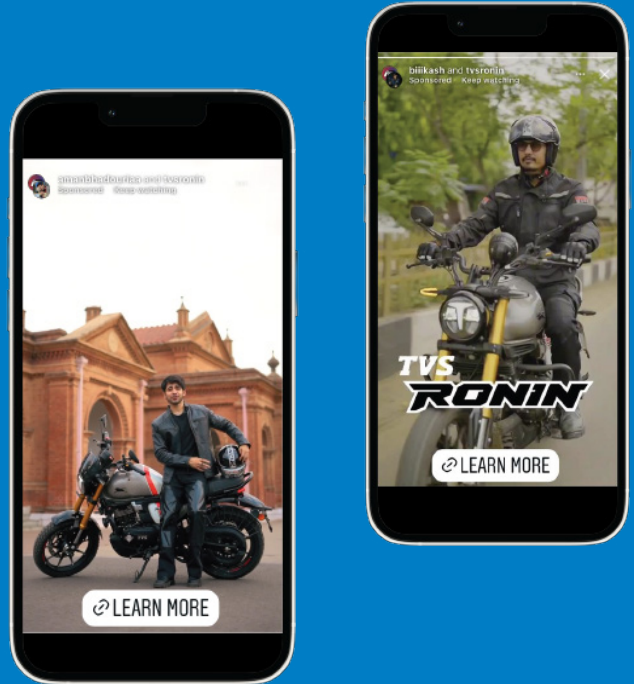
4.9pt lift in Ad Recall

TVS Accelerating Brand Awareness & Consideration using Meta Moment Maker

TVS RONIN
THE ULTIMATE MODERN-RETRO

TVS Ronin implemented the Meta Moment Maker to launch festive offers in a three-day campaign to maximize audience reach and attract festive shoppers

3.2pt^ lift in Awareness

3.4pt^ lift in Ad Recall

3.8pt^ lift in Favorability

2 M3 Peaks leading up to festive buying periods
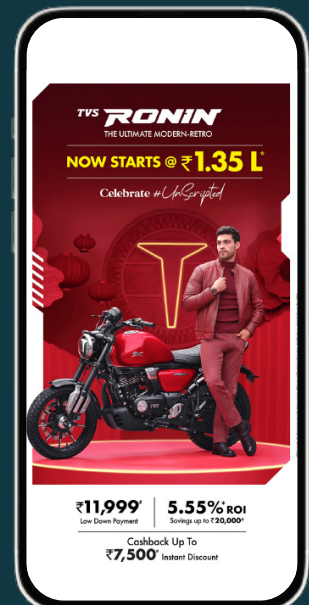
TVS Accelerating Brand Awareness & Consideration using Meta Moment Maker

TVS Apache RTR implemented the Meta Moment Maker to launch festive offers in a three-day campaign to maximize audience reach and attract festive shoppers

5.4pt^ lift in Conversations
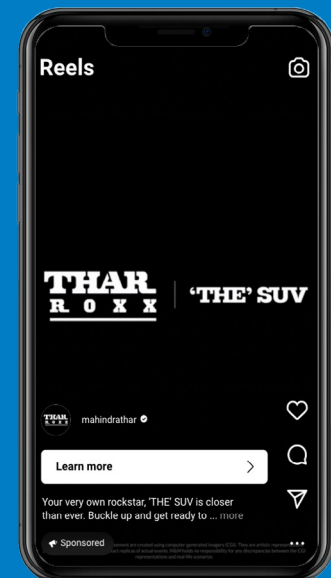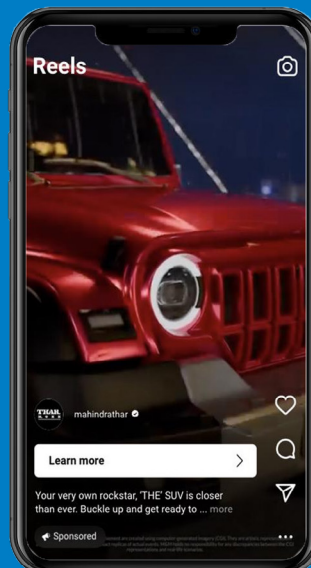
6.3pt* lift in Purchase Intent for TVS Apache

Mahindra Auto leveraged Meta Moment Maker for Thar ROXX Launch

Mahindra Thar ROXX implemented the Meta Moment Maker to launch bookings of the new SUV in a three-day campaign to maximize audience reach and attract SUV buyers

48.4pt* lift in Conversations

9.6pt* lift in Ad Recall

Mahindra Auto drives Purchase Intent with Creator Content and Meta Partnership Ads

For its flagship feature-packed nameplate, the XUV 700, Mahindra Auto tapped into the creator ecosystem to drive awareness and purchase intent. The ads appeared in multiple placements, including Stories, Reels, in-stream and Feed. Results were measured with a Brand Lift Study.

By partnering with Meta's Born on Instagram program, Mahindra Auto identified tech influencers to drive awareness of the tech features of the SUV and drive purchase intent.

3.3pt* lift in intent to buy

5.4pt* lift in Ad Recall

1.4pt* lift in brand awareness

MOVE WITH META