

Ford Case Study

How TLA helped Ford achieve its ambitious year-end targets



Background

In recent years, Ford's budget had been spent away from lead generation. But in Q2 2018, with an ambitious year-end target in place, Ford appointed TLA to generate at least 10,000 qualified test drive leads for its entire fleet of new vehicles.

750,000+
Car Buyers
Engaged

Solution

We accelerated the car buying journey using rich consumer data, high-quality content, value-added tools and our network of premium publishers. The campaign would go on to engage 750,000+ car buyers and generate 25,000+ enquiries, which we qualified online and off to identify the right leads for Ford.

25,000+
Enquires
Generated

Results

10,179

Approved leads ready for Ford dealerships to contact and convert to sale.

5,000+

Opted-in consumer records for future marketing from Ford, creating further opportunities.

11.5%

Conversion rate for new vehicles (based on a representative sample from follow-up survey data).

Testimonial

"We set TLA an ambitious target for the number of leads we required over a five-month period in order to ensure our investment in the lead generation channel would be worthwhile and **hit ambitious year end lead targets**. The team's commitment to our goal, flexibility to meet our requirements and support throughout the campaign has been excellent."

Henry Mitchell – Account Director
GTB (on behalf of Ford)

ISO

27001:2013

GDPR

Compliant