

CASE STUDY

Used Car Dealer – High-Intent Buyer Lead Generation Using Meta Ads

Client Overview

- Business Type: Independent used car dealership
 - Inventory Size: 15–25 vehicles at a time
 - Price Range: ₹3 lakh – ₹8 lakh
 - Marketing Objective:
Generate serious buyer inquiries and test-drive requests
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Business Challenges

- High volume of low-quality inquiries from listing platforms
 - Many time-pass calls with no purchase intent
 - Sales team wasted time on unqualified leads
 - Dealer wanted **buyers ready for test drives**, not casual browsers
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Campaign Strategy

Platform

- Meta Ads

Campaign Objective

- Lead Generation

Targeting Approach

- Age Group: 24–45
- Interest-Based Targeting:
 - Auto loans
 - Car buyers
 - Vehicle comparison platforms

Creative Strategy

- Single-car ads instead of showroom branding
- Clear price mentioned in creatives to filter budget mismatch
- Trust elements:
 - “RC transfer assistance”
 - “Inspection & test drive available”

Lead Form Qualification

- Budget range selection
 - Preferred car type
 - Availability for test drive
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Budget & Timeline

- Monthly Ad Spend: ₹35,000
 - Testing Phase: First 10 days
 - Optimization Focus: Lead intent, not volume
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Results (30 Days)

- Total Leads Generated: **70–85**
- Average Cost Per Lead (CPL): **₹420–₹480**
- High-Intent Leads: ~50%
- Test Drives Scheduled: **18–22**

- Cars Sold via Ads: **5–7 units**
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Key Learnings

- Mentioning price upfront reduced junk leads significantly
 - Fewer leads but higher intent improved sales efficiency
 - WhatsApp-based follow-up outperformed cold calling
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Conclusion

Meta Ads helped the dealer shift from quantity-driven inquiries to **quality-driven buyer leads**, resulting in better sales outcomes with fewer wasted resources.