



# TOYOTA BOOSTS FACEBOOK CONVERSIONS 360% WITH SCORE-POWERED MARKETING

## ABOUT THE CLIENT

Toyota Motor Corporation (Toyota) conducts business in the automotive industry. The Company's segments include Automotive, Financial Services and all other. Toyota sells its vehicles in approximately 190 countries and regions. Toyota's markets for its automobiles are Japan, North America, Europe and Asia.

## TOYOTA CAME TO US WITH A CHALLENGE

Toyota Netherlands, a European arm of the international automaker, wanted to improve its Facebook® retargeting efforts during the consideration phase of the customer journey. The company was already seeing some success with Facebook Custom Audiences, but was open to the opportunity to see even better results.

## WE GAVE THEM A SOLUTION

IgnitionOne worked with Toyota to implement the IgnitionOne Score algorithm in order to inform the creation of specific Custom Audiences. Individuals could be grouped into clearly defined audiences based on level of overall engagement and interest. IgnitionOne and Toyota tested the performance of "standard" Custom Audiences against an IgnitionOne-Powered Custom Audience. The use of data and algorithmic scoring layered in to the already strong retargeting capabilities of Facebook allowed for impressive results.

## ABOUT THE RESULTS

The Custom Audience designed for Toyota using the IgnitionOne Score led to an 87% increase in click-through-rate (CTR) over the standard Custom Audience, as well as an impressive 360% increase in conversions.

**+360%**  
**HIGHER CONVERSION RATE**  
**DURING TEST PERIOD**

**+87%**  
**HIGHER CTR**  
**(CLICK-THROUGH-RATE)**