Case Study: Effect of AI Audiences on Facebook Ads Performance

A test group of 10 clients boosted Click-through Rates by an average of 84% while decreasing Cost-per-Click by 49% by applying AI Driven and Retain Audiences to existing Facebook Ads campaigns.

10 Mid- to Large-Market Dealerships

Retain On-site PIxel and AI-Driven Intenders, 30 Mile Radius
Reporting Timeframe: June 2025 vs May 2025

"AI Driven and Retain audiences have been game-changers for us. We've seen CPC drop nearly 50% and CTR more than double compared to traditional prospecting. It's helped us reach more high-intent shoppers while getting far more value out of every ad dollar.."
~Kerri Boozer, Director of Social Media

The Challenge
Due to evolving data privacy regulations and the phaseout of third-party cookies, dealerships are losing control over their targeting capabilities. To stay competitive, they need solutions that reach shoppers at key stages of the automotive buying journey.

With digital advertising becoming increasingly crowded, leveraging first-party data has never been more essential for effective targeting.

The Approach
We use AI to optimize audience segments in real time, ensuring ads reach in-market shoppers at the lowest cost. By tapping into rich customer data, we deliver tailored messages that boost clicks and drive qualified showroom visits—turning broad budgets into high-return investments.

The Results
In June 2025, AI Driven ads cut cost-per-click nearly in half and earned over twice as many clicks as Prospecting ads. Retain ads, aimed at past visitors, were cheaper and more effective than broad targeting. Together, these strategies lowered costs and brought more high-intent shoppers to the showroom.

84%

Click-through Rate Increase

49%

Cost-per-click Decrease

Primary Marketing Objective

Improve Ad Targeting and CTR

Featured Product Area

AI Driven + Retain - Facebook Ads