



CASE STUDY

# **SALESMATCH™** | PLATFORMS

Optimizing vehicle sales using omnichannel ads on Meta

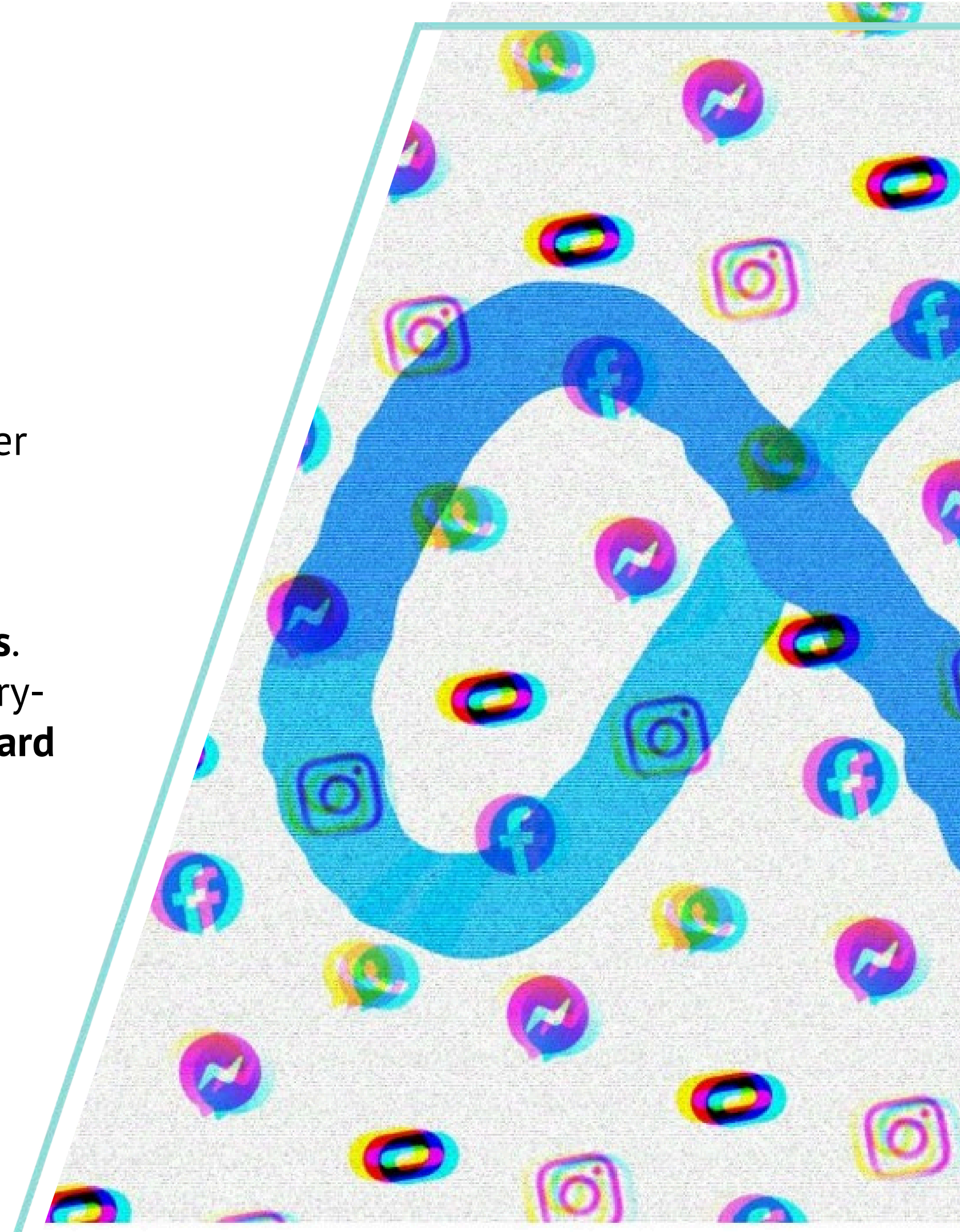




# Goal

Uncovering the **true impact of digital marketing to offline vehicle sales** is a challenge for many automotive marketers. Trying to optimize multiple digital ads to reach the right buyer while measuring its effectiveness can be just as difficult.

During the More to Move You sales event, Mazda Motor of America set out to **increase dealership visits and vehicle sales**. To help them accomplish this, Urban Science provided industry-wide daily sales data, enabling Mazda to **optimize media toward actual vehicle sales** rather than online engagement alone.





# Method

Urban Science securely transmitted **offline conversion data to Meta through the Conversions API** for offline events, allowing Mazda to **connect in-store vehicle sales with digital ad exposure**. This integration enabled a **single omnichannel campaign** to optimize for both **online engagement and offline sales performance** across Facebook and Instagram.

Mazda, together with agencies Optimal and WPP Media, activated photo and video creative featuring a range of vehicles and incentives, paired with a Shop now button directing people to the **website to locate their nearest dealership**. The campaign targeted US adults aged 18 and older and used AI-enabled Meta Advantage+ audience, placements, and campaign budget to **expand reach, automatically deliver ads where they were most effective, and allocate spend in real time to the best-performing ad sets**.



# Results

**3.5x**

higher return on  
ad spend\*

**64%**

lower cost per  
incremental sale\*

- **Solution Provider:** Urban Science
- **Platform:** Meta (Facebook and Instagram)
- **Agency:** WPP Media & Optimal
- **Client/OEM:** Mazda

*\*When using omnichannel ads compared to its usual campaign setup  
Omnichannel ad campaign ran from October 2-31, 2025*

# Key Takeaway

By linking **cross-channel data** and Urban Science's **daily industry sales insights**, Mazda gained **clear visibility** into what tactics were **driving outcomes**.

To learn more about Urban Science's Media Performance solutions, visit [www.urbanscience.com/media](http://www.urbanscience.com/media)

Case Study originally published on Meta for Business.  
Learn more: [facebook.com/business/success/mazda-motor-of-america](https://www.facebook.com/business/success/mazda-motor-of-america)