



Nextbase

Driving Leads Increasing Sales



SUCCESS STORY

The automotive dash cam brand ran a comprehensive social media marketing campaign over Summer 2022 targeting audience personas resulting in a 14% CTR on Ads and a 59% increase in sales YOY .

13.7%

CTR

601%

Audience
Engagement

59%

Increase in eComm
Revenue

THEIR STORY

Safe, Secure, Smart

Nextbase is a market leader in connected car technology and driving intelligence.

Founded in the UK in 1999, we have 22 years of experience manufacturing in-car devices and, to this day, our sole focus is on driver well-being and safety. Ours is the largest smart Dash Cam brand in the world and we hold over 80% of the UK market by volume.



THEIR GOAL

Build Brand Exposure

Nextbase wanted to increase exposure in the US market using a "full-social" approach that strategically aligned targeting, customized creative and ad types to reach new and existing customers with the right message and products at the right time.



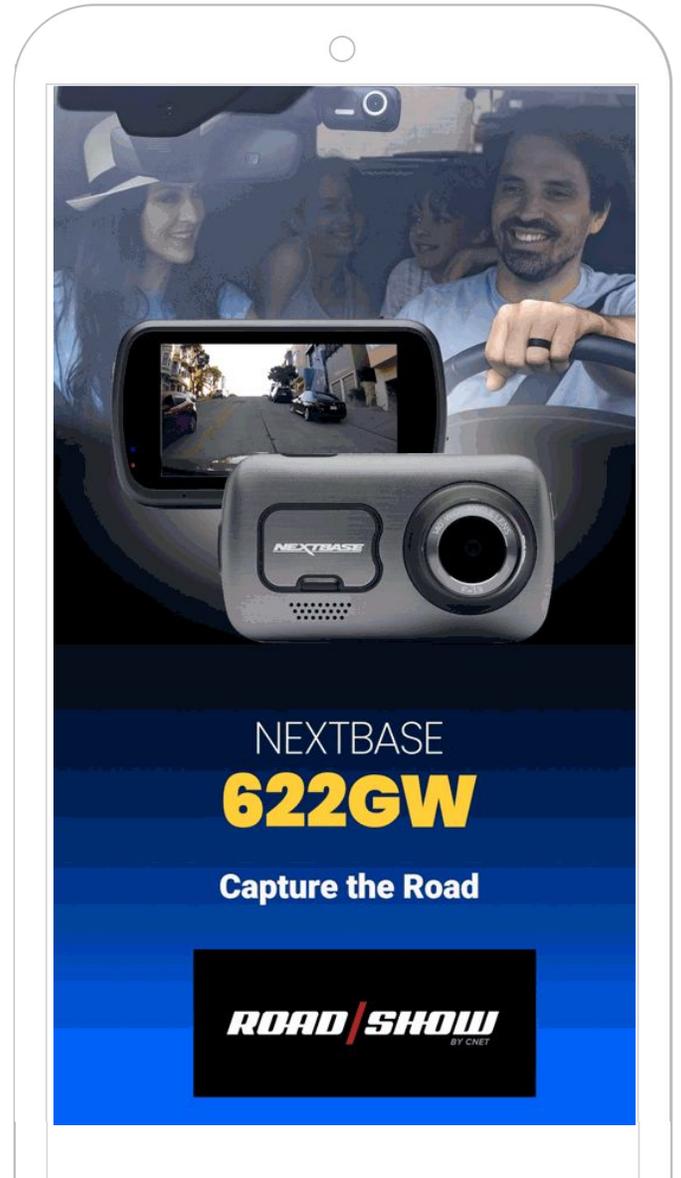
THEIR SOLUTION

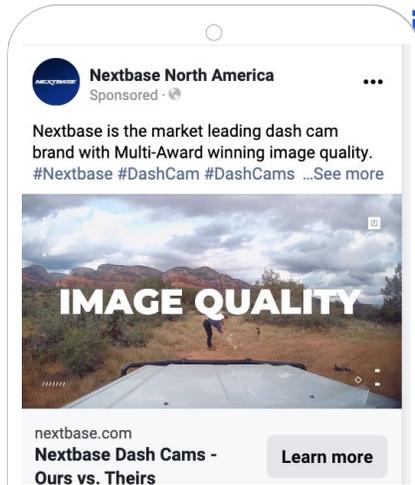
Target Messaging

Nextbase teamed up with Ricky Coburn to create a data driven marketing strategy that would increase overall exposure and top of the funnel prospect customer growth.

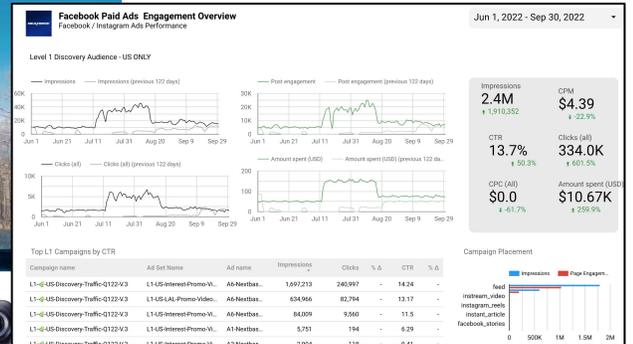
The goal was to attract prospect customers who fit target persona and geographic demographics with the highest potential to convert.

The team used their first party data and machine learning to create Social Media ad campaigns targeting audience behavior and buying habits.





is America's #1 Dash Cam



THEIR SOLUTION

Data Driven Stories

Interpreting first party data the team created targeted messaging from ad to landing page during the summer to create an educational experience across the buyer's journey.



Target Audiences



Recover Carts



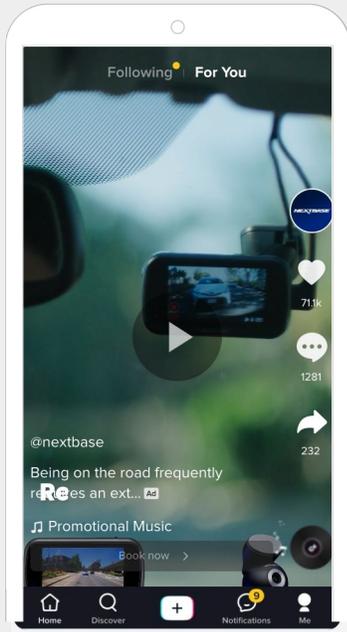
Smart Upsell



Social Media Ads



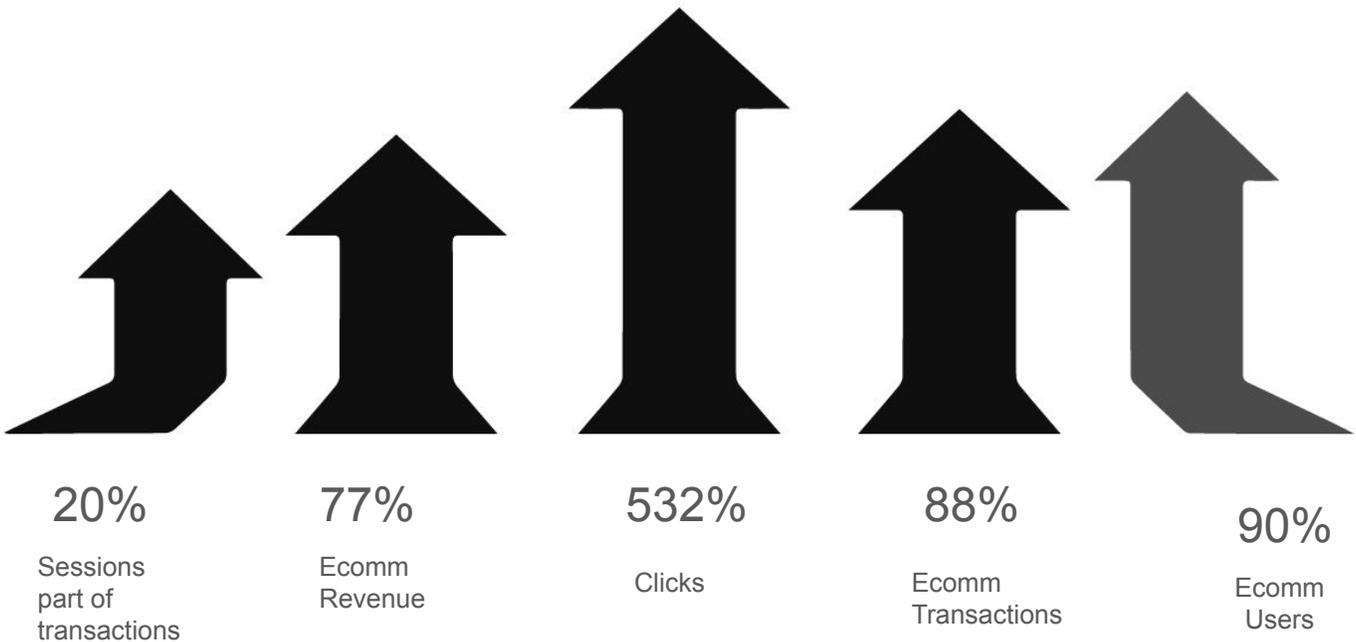
Search Ads



THEIR SUCCESS

Shortcut to leads

Nexbase measured the results of their June 1, - Sept 30, 2022 Summer Drive Campaign by using a combination of Meta Ads Data and Google Analytics Data to get an accurate interpretation of their data.





We quickly concluded that targeting segmented audiences with ads was the most effective way to generate qualified leads. With first party data and campaign analytics we built an automated dashboard that was key in analyzing Nextbase's ad performance at a granular level. At our comprehensive weekly optimization sessions, we looked at results and were able to find the perfect strategies to increase marketing efficiencies.

Ricky Coburn / Project Managing Director

TOOLS IN THE SHED

