

# Hyundai France collaborated with Socialyse and MakeMeReach to effectively reach people around their local dealers on Facebook during Open Days!

## CASE STUDY



Founded in 1967, the Hyundai Motor Company is a **South Korean automotive manufacturer**. In France they work with the agency Socialyse France



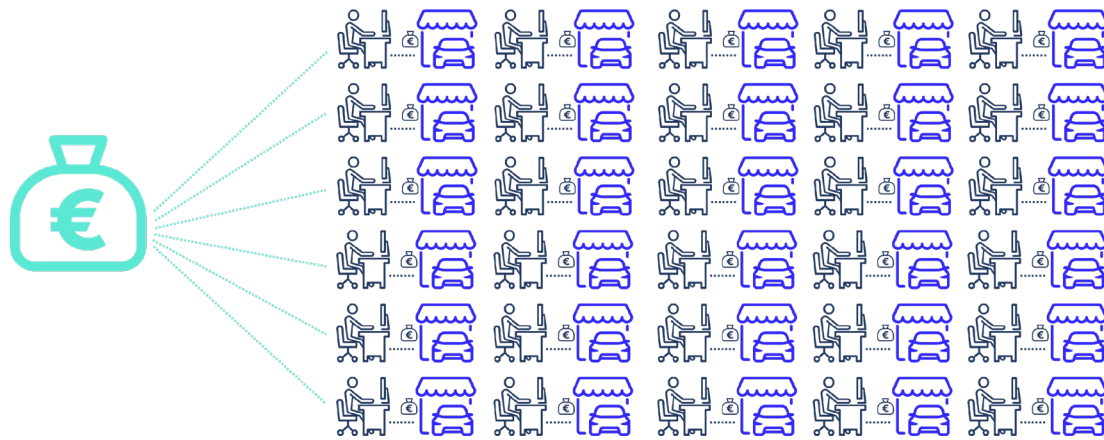
Socialyse France, who is the regional arm of Havas Group's social media pure player. Harnessing data to analyze human behavior and measure outcomes, **Socialyse offers a variety of skills that are indispensable to achieve social media success.**

## The Challenge

Hyundai France wanted to **drive local awareness around their dealers' network** to increase foot traffic during Open Days. To do so, Hyundai France needed a solution to effectively **allocate their budget across their 176 dealers**, based on each location's importance, value and potential.



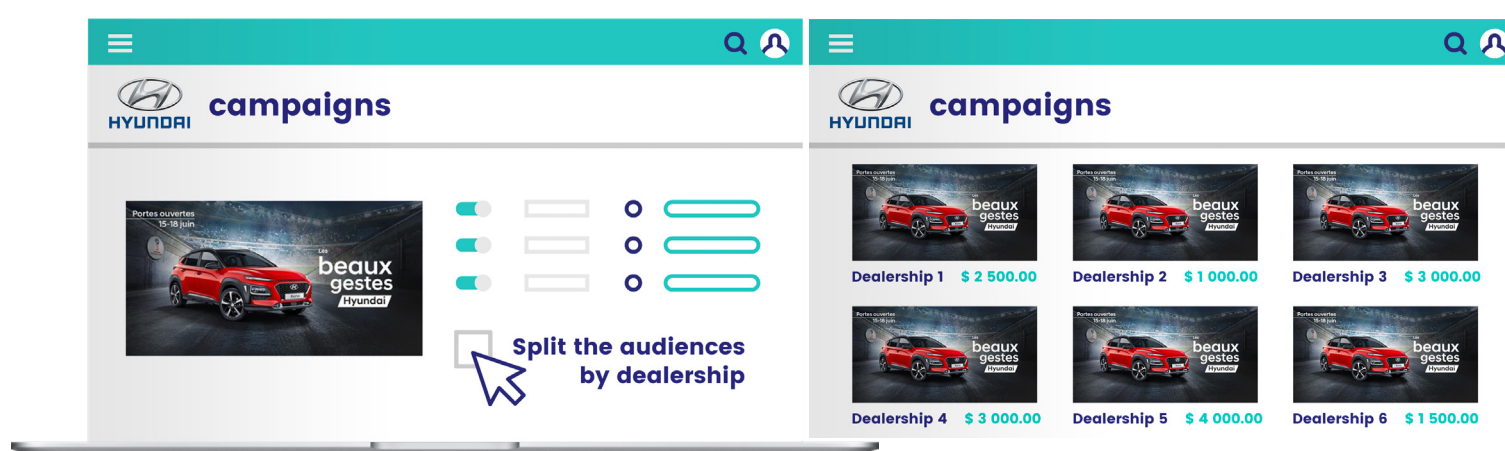
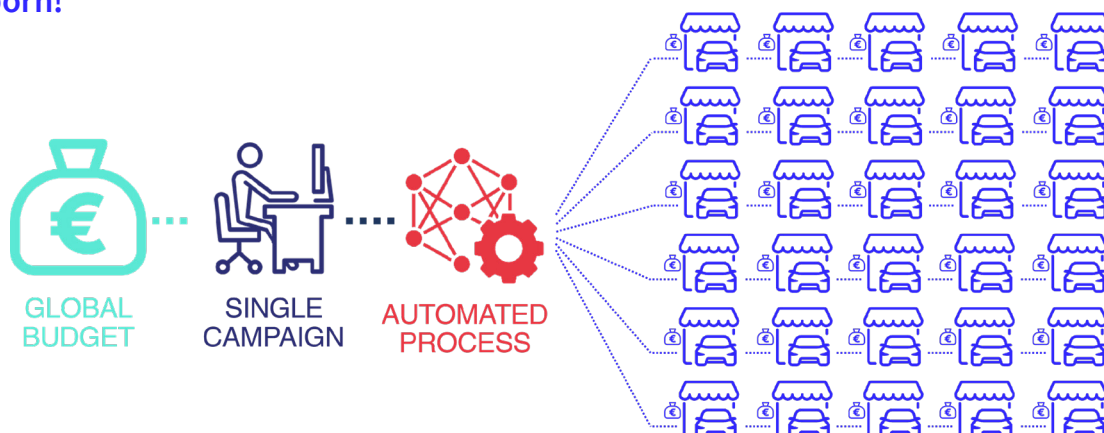
**Facebook Store Visit Solution** was the best suited to meet Hyundai's needs, however the algorithm automatically optimizes delivery based on ad performance meaning that budget allocation per dealer was difficult to control. A manual set up of the 176 campaigns could have been a way to handle it but the time required as well as the effort of trying to manage that number of campaigns at once, makes it a non-viable option.



**Socialyse and MakeMeReach partnered together to find a more efficient way to tackle this challenge and bring the best in class solution for Hyundai.**

## The innovation

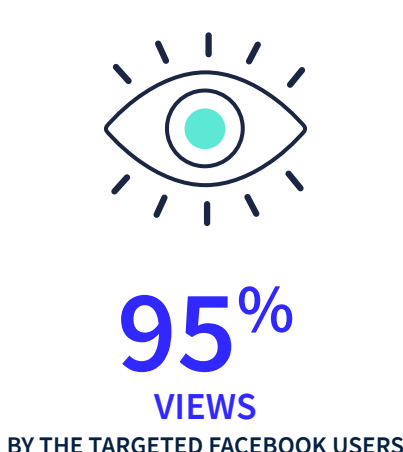
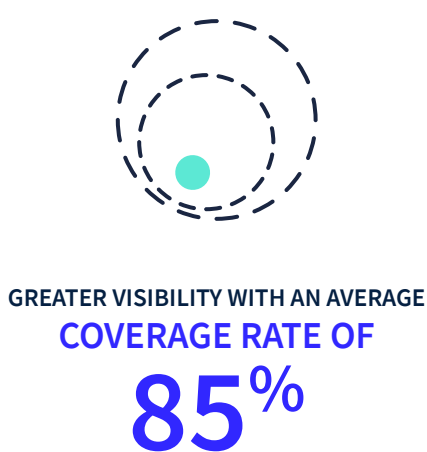
Socialyse partnered with MakeMeReach to develop a solution for Hyundai France and **the MakeMeReach 'Franchise Feature' was born!**



In just one click, Socialyse can now **automatically create an individual ad set** for each of the 176 stores of Hyundai France, all within one campaign. From the first test of the new feature, Socialyse was able to **easily manage the individual budget of each Hyundai store**, based on the stores' importance and potential.

## The results

They were able to ensure **greater local visibility** with an **average coverage rate of 85%** across the smaller regions where visibility had historically been more difficult. One standout example was the town of Albertville and its surrounding region, where **the campaign was seen by 95% of Facebook users targeted.**



Hyundai's local campaign on Facebook efficiently complemented the TV plan, indeed 41% of the people exposed on Facebook have not been exposed to the ad on TV.



**Clémentine Antunes, ATL, Digital & Brand Communication Manager, Hyundai France.**

"We have a very consultative relationship with our agency Socialyse and their technology partner MakeMeReach, as exemplified in the way this Franchise feature was developed. It's great having partners who understand our challenges and our main 'sales conversion' objective, and who can develop solutions accordingly. The successful results we had from this Facebook campaign prove we can efficiently reach our local prospects to drive traffic to our dealerships."