



The **Meta Blueprint** Behind **Senger's** **Scalable** Automotive **Traffic Success**

MINT SQUARE

CASE STUDY



A Scalable Meta Blueprint for Automotive Traffic Campaigns

Partner: MINT Square

Client: Senger Mobility

Channels: Meta (Facebook & Instagram)

Market: Germany

Objective: Drive qualified traffic to model-specific landing pages for immediately available Audi used vehicles at scale.



Example: Senger Instagram Ad - Audi Q2

Challenge

Senger Mobility regularly runs performance-driven automotive campaigns to promote leasing offers for used vehicles across multiple locations.

The recurring challenge was not to invent a new campaign concept, but to establish a reliable, scalable blueprint that could be reused across:

- different Audi models
- multiple dealership locations
- varying budgets and timeframes

The objective was to generate consistent traffic performance while keeping setup complexity low and ensuring fast activation for time-sensitive offers.

Approach

To meet this requirement, a **standardized Meta campaign blueprint** was applied, designed for repeatability and efficiency rather than experimentation.

The campaign focused on a **Fast-Start logic**, highlighting immediately available vehicles combined with time-limited leasing conditions. Meta was activated with a **traffic objective** and optimized for **maximum volume**, ensuring broad reach within defined regional catchment areas.

Key elements of the blueprint included:

- Clear geographic targeting (up to 80 km radius per location)
- A broad but relevant audience setup (25–65, interest-based automotive targeting)
- Carousel ads showcasing multiple Audi models within one campaign
- Dynamic slide order, allowing Meta to prioritize the best-performing vehicle creatives

This setup enabled rapid deployment while maintaining consistent performance across locations and models.

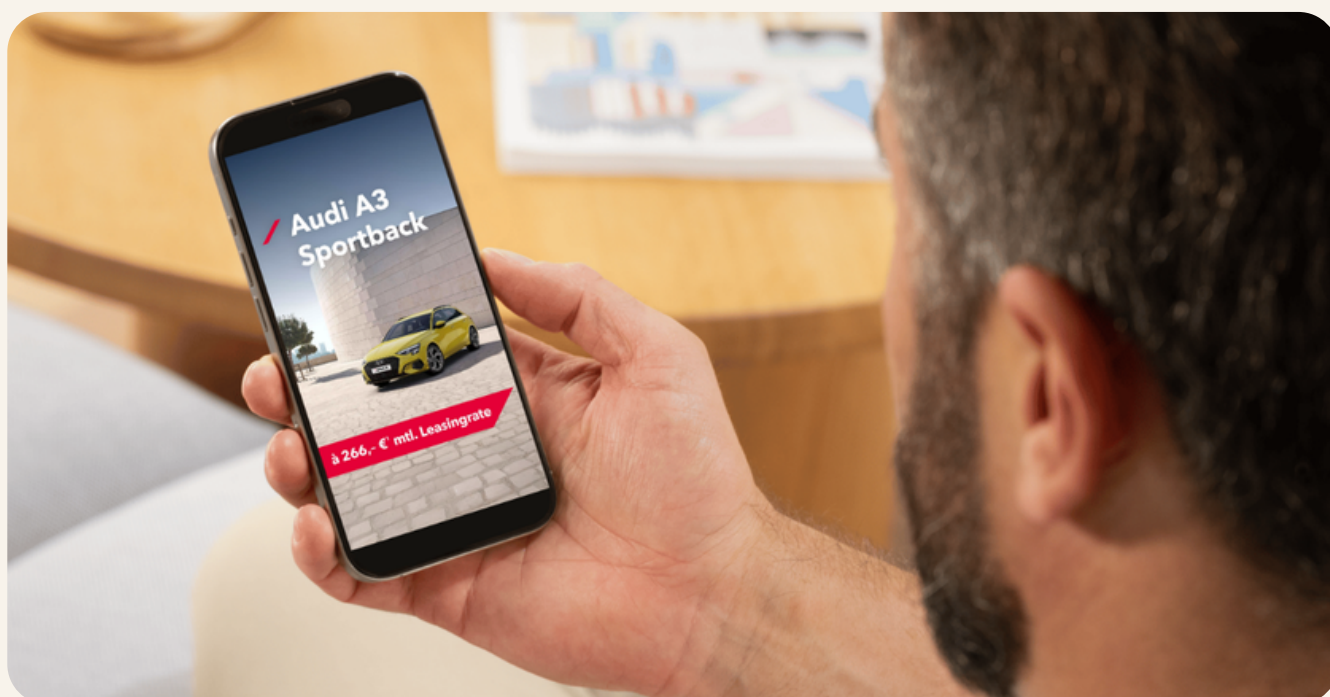
Execution

The campaign ran for 6 weeks with a total media budget of **8,500€**, distributed across five dealership locations.

All creatives followed a unified structure:

- Immediate availability as the core message
- Model-specific visuals (Audi A3, Q2, Q3)
- Clear call-to-action driving users to dedicated landing pages

By relying on a proven structure rather than continuous experimentation, the campaign ensured predictable performance and minimized operational overhead.



Results

Traffic Results:

- 1.9 million delivered impressions
- 21.555 Clicks
- eCPM: 4,46 €
- eCPC: €0.39
- CTR: 1.13%

Performance Indicators:

- Consistent traffic delivery across all locations
- Stable cost efficiency throughout the campaign runtime
- Strong engagement with model-focused carousel creatives

The results confirmed the effectiveness of the blueprint approach, delivering reliable traffic performance without the need for complex targeting or creative testing setups.

If you want to turn simple campaign structures into **scalable traffic**, **Meta** proved to be the right blueprint for **Senger**.



Reach out to your dedicated contact or write to us at support@mint-square.com