

Problem

- Leading automaker recognizes that advertising and marketing landscape is shifting from online media to conversations with customers
- “Frankly, the approach for our first projects was ‘**ready, fire, aim.**’ We didn’t know exactly where our consumers were on social media, which vehicles they were interested in hearing about on social networks, or how to effectively alert people about what we were doing in social networks.” –*Director, CRM*

Client Needs

- Considering social network campaigns for 10 vehicles
- Wanted to run campaigns for top social network sites
- For each vehicle, wanted to know: % of customers on MySpace and Tagged, social graph/friend data of those customers, average age, and M/F ratio

Results

Leading automaker now knows:

- Individual vehicle footprint on social media
- Customer profiles and car popularity on social networks of interest
- Which social networks have more potential influencers

Which they then used to:

- Target high-friend count customers
- Focus messaging to their target audience at the target sites
- Increase campaign efficiency

Solution

1. Leading automaker sends Rapleaf sample list of customers for each vehicle of interest, specifying which social networks and social media sites they want to target
2. For people in Rapleaf’s database, info is returned instantly; for “new” participants, Rapleaf crawls for data across social networks and social media sites
3. Rapleaf aggregates results by vehicle and returns easy-to-understand reports that segments customer list by demographics, social network memberships, friend counts, and more

Car	% Customers on Social Networks	% on MySpace	% on Tagged	Total % on MySpace & Tagged	Total Friends	Avg Friends / Customer	Avg Age	F/M Ratio
car1	60.6	35.2	30.7	45.7	375,490	103	29.3	56/44
car2	55.4	30.5	37.1	39.5	330,614	81	30.9	65/35
car3	51	37.5	28.2	38.5	297,613	86	28.4	43/57
car4	50.2	30.6	25.1	38.3	276,893	100	30.4	44/56
car5	48.9	28.7	27.2	38.2	267,226	90	32.4	45/55
car6	46	27.4	26.4	37.4	247,122	77	33.7	30/70
car7	35.4	18.4	13.5	26.3	199,678	73	31.9	21/79
car8	34.4	15.6	15.6	25.7	224,249	78	32	42/58
car9	28.2	15	16.2	25.6	239,173	77	34.5	46/54
car10	25.2	14.3	17.4	25.4	241,020	73	34.7	32/68

For More Information

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