

DSplus supercharges lead volume and conversion rate with Facebook Lead Ads sync

The problem

DSplus has consistently put privacy first, which is why generating leads through Facebook Lead Ads becomes challenging without the right automation to securely deliver sensitive information to clients.

They needed a solution that would allow them to safely and efficiently run Lead Ads campaigns on Meta on behalf of their automotive clients.

The solution

The Facebook Lead Ads sync by LeadsBridge allows leads to seamlessly get transferred into the automotive CRM system without requiring DSplus to download any lead data manually.

“We have been working with [LeadsBridge] for several years and they deliver a great service, which is why we continue to work with them and utilize the platform for our lead generation campaigns on Meta.”

Maddy Lingenfelter, Associate Media Director of DSplus

By leveraging the LeadsBridge Lead Ads sync, DSplus can automatically gather the information submitted by users through Lead Ads forms and drive high-quality leads straight to the right dealerships.



+24%

Form lead volume YoY

+15%

Conversion rate YoY

-11%

Cost per form lead YoY

DSplus is an advertising agency by Saatchi & Saatchi. Their mission is to guide customers through their automobile ownership journey.