ORACLE
Data Cloud

+

ASBURY
AUTOMOTIVE GROUP

Precision Targeting Drives Service Campaign Success

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201
service appointments scheduled directly from the lead ad at Nalley Nissan of Atlanta

5,000
qualified website visits

75,656
customers reached using Oracle Data Cloud's In-Market service shoppers and independent auto-part store shoppers' audiences

"

Facebook enables us to reach more customers interested in our business. Thanks to its powerful targeting capabilities, powered by Oracle Data Cloud, we've increased our conversion rate and generated leads for a lot less than traditional means like direct mail."

Jon Sullivan
National Social Media Manager,
Asbury Automotive Group

Learn more at **http://ora.cl/A34Zq**