

Royal Enfield reduced Cost Per Lead leveraging Google Cloud

Tatvic Analytics built and deployed PredictN (visitor propensity ML model) and Lead Scoring (lead propensity ML model) and Mapped Facebook Identifiers with the propensity scores of the user (derived from ML models) in Google BigQuery.

The challenge

High Cost Per Lead on Facebook Not able to receive an authentic target audience for campaigns

The solution

Tatvic built and deployed PredictN (visitor propensity ML model) and Lead Scoring (lead propensity ML model) on Google Cloud and mapped Facebook Identifiers with the propensity scores of the user (derived from ML models) in Google BigQuery. These scored audiences were then pushed to the client's Facebook ecosystem. This helped them prioritize audiences for the campaign and improve cost per lead.

The results

Reduced Cost per Lead by 26% from audiences from "PredictN" campaigns and 39% for "Lead Scoring" campaigns

“ Tatvic team developed a custom solution for the same and implemented it. After being able to send audience members to Facebook, we implemented the solution and measured its effectiveness. We compared the always-on campaign with the PredictN and Lead Scoring campaigns. We found that Cost per lead is reduced by 26% & 39% for PN & LS models for FB through the custom solution built by Tatvic. ”

Jatin Chhikara, Head-Digital Marketing, Royal Enfield



About Royal Enfield

Royal Enfield is the oldest iconic motorcycle brand in continuous production. It's an Indian multinational motorcycle manufacturing company, headquartered in Chennai in India.

Industry: Automotive

Primary project location: India



About Tatvic Analytics Pvt Ltd.

Tatvic Analytics is a one-stop Martech partner in the APAC region. It is the leading full-stack Google Partner having capabilities in GMP and GCP.



Products

Google Cloud Platform