



ESPERIENZA CASA PROGRAM

REPORT FOR LAMBORGHINI CALGARY

DIGITAL SUPPORTING ITEMS

What Was Done Online to Support Your Program



Email Marketing - Diamond Rally

Product Hero Pages

Social Posts

LinkedIn Ads - *targeting audiences who are similar to your past URUS and EVO web page visitors.*

RESULTS

Email Marketing



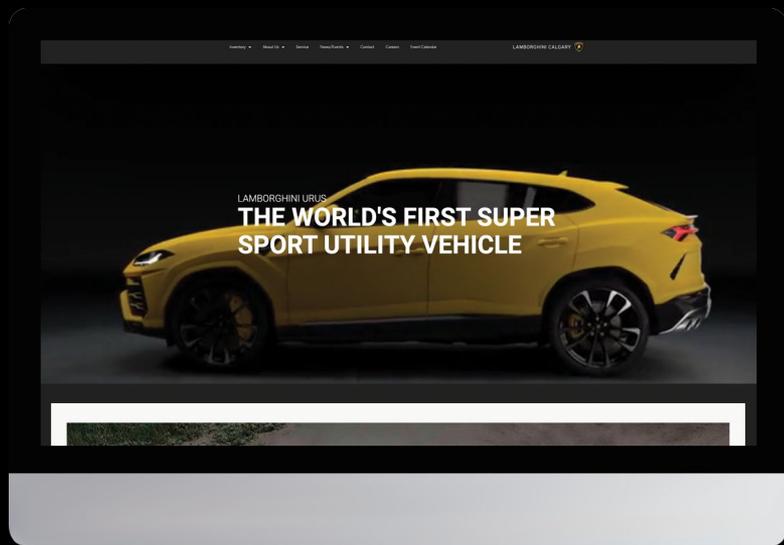
The Esperienza Casa Program was combined with Diamond Rally in efforts to ride on the success of Diamond Rally.

Email Deployment Date: Tuesday, August 4th @ 11:15 PM

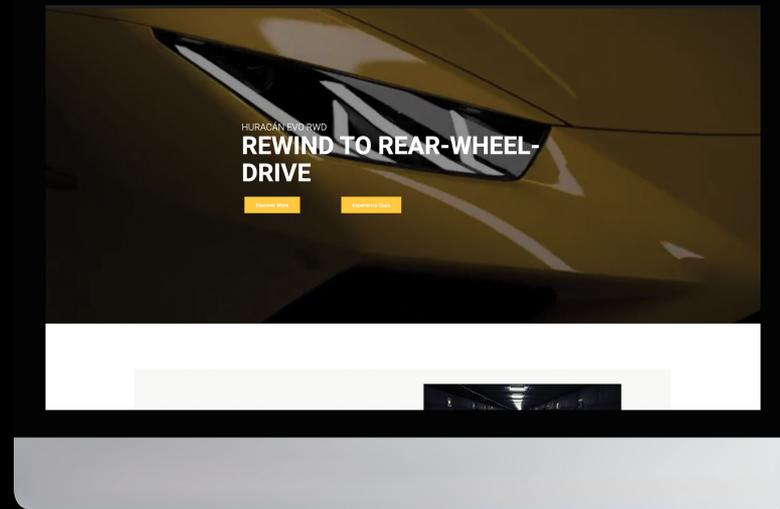
DELIVERY RATE	OPEN RATE	CLICKS	REGISTRATIONS	CONVERSION%
218	46.8%	18	2	11.11%
From 230 Customers in Database	From 100% or 102 Opens	From 55 Total Email Clicks	From 18 Esperienza Diamond Rally Clicks	

RESULTS

Product Hero Pages



Urus Leads: 4



Huracan EVO RWD Leads: 6

RESULTS

Social Posts



REACH	ENGAGEMENTS	SHARES	LINK CLICKS
553	60	2	10
From 16,601 Page Likes, & 16,709 Page Follows	From 553 People Reached	From 553 People Reached	From 553 People Reached

FACEBOOK

RESULTS

Social Posts



IMPRESSIONS	REACH	ENGAGEMENTS	LIKES
2,492	2,354	230	225
From 14.8K Followers	From 2,492 Impressions	From 2,354 Reached	From 2,354 Reached

INSTAGRAM

RESULTS

Social Posts

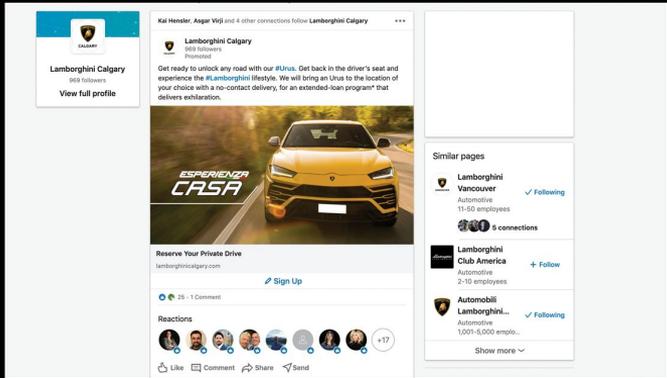


IMPRESSIONS	CLICKS	ENGAGEMENTS%
277	3	2.89%
From 969 Followers	From 277 Impressions	From 277 Impressions

LINKEDIN

RESULTS

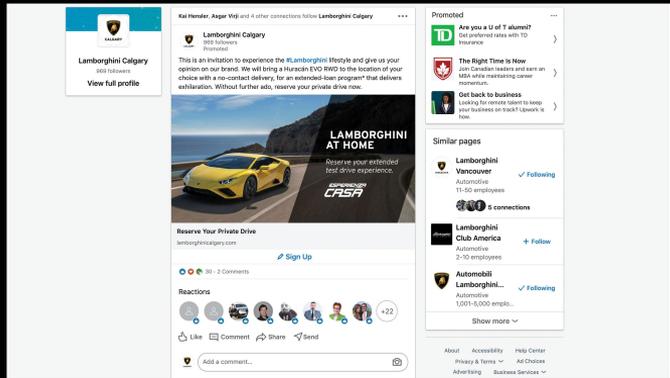
LinkedIn Ads - Urus



IMPRESSIONS	REACH	CLICKS	LEADS	TOTAL SPEND	CPL(\$)
22,846	14,267	375	10	\$414.77	\$41.48

RESULTS

LinkedIn Ads - Urus



IMPRESSIONS	REACH	CLICKS	LEADS	TOTAL SPEND	CPL (\$)
14,030	6,026	231	17	\$82.28	\$4.84



37

See attached .csv file for full Lead details.

TOTAL NUMBER OF LEADS SUMMARY

