

Hero Motors achieved **5M+ reach**, **18M+ impressions**, and **18K+ leads** among dealers with a low cost per impression.

## Challenge & Objective

HMCL was spending huge budgets on print to support dealers for walk-ins and inquiries. HMCL wanted to reduce print spends and opt for digital campaigns to promote their lead generation activities.

## Approach

- Engagement Rate with the brand increased by 200% over a period of year.
- Organic reach and engagement increased by 72%.
- Product specific comments and queries increase by 20%



## 18000+leads

- The campaigns delivered over 5 Million+ reach, 18 million impressions, with an extremely low cost per impression and also generated 18000+ leads across dealers.
- The campaign resulted in an increase of follower base across dealer-centric pages in post engagement. It also helped in resolving customer queries and complaints.

