



CARSOME CASESTUDY:

DRIVING BETTER MARKETING OUTCOMES WITH PIXIS



40% ↓
Cost Per Lead

CARSOME, a pre-owned cars e-commerce company, deployed Pixis' codeless AI infrastructure and cut their Cost Per Lead (CPL)* by 40% across 41 Facebook campaigns between April and June 2022.

THE CAR SOME STORY

BALANCING GROWTH AND PROFITABILITY



Southeast Asia's largest car e-commerce platform and Malaysia's largest tech unicorn, the **CARSOME** Group, is defining new standards for the pre-owned car industry. CARSOME facilitates the pre-owned car ownership ecosystem powered by technology and data across Malaysia, Indonesia, Thailand, and Singapore.

In the second and third quarters of 2022, **CARSOME** focused on increasing brand awareness in order to scale its consumer base globally in a cost-efficient manner. To achieve this, the team chose to optimize the *number of leads*.

Bharat R, Head of Digital Marketing at CARSOME says



CARSOME has diverse marketing goals – increasing brand awareness, optimizing audience growth, and tapping into new channels of growth. This quarter we are focused on brand awareness campaigns, especially in Thailand and Indonesian geographies. However, the team did not want to spend hours on monitoring campaigns and adjusting communication every day.



Consequently, we deployed Pixis in December 2021. So far it has been one of the most efficient additions to our team, especially for Facebook Ads. It works 24/7 to monitor and shift budgets from non-performing to performing campaigns in real-time.

We do still monitor the various actions taken by the AI but largely it has all been Pixis AI. With Pixis, we are able to deploy strategies at a rate that was previously not possible due to a lack of resources.”



Bharat R

Head of Digital Marketing, CARSOME

GROWTH BARRIERS



LACK OF AGILITY

While Facebook and other ad networks are constantly evolving their products and platform capabilities, user preferences are also rapidly shifting as well. CAR SOME needed to reconcile the gap between how they're reaching their potential customers and how customers want to be reached. Therefore, a lot of time was spent on data collection, analysis, and decision-making, affecting the team's agility in taking measures and resulting in ever-growing opportunity costs.

BUILDING TRUST

According to CAR SOME'S co-founders, Eric Cheng and Teoh Jiun Ee, one of the biggest impediments in their expansion efforts is a bias in customers' perception towards the used car market. This is why CAR SOME emphasizes fine-tuning customer communication to address their concerns and establish trust. As a result, the performance marketing team devotes considerable time and effort to testing and implementing new campaigns and creatives.



GLOBAL DISRUPTIONS

The disrupted supply chains continue to have a significant detrimental influence on automobile businesses around the world. The pre-owned car industry is no exception; its growth has become lopsided. While there is an uptick in pre-owned car purchases, the number of sellers has gone down considerably. This implies that marketing campaigns must be intelligently optimized in order to replenish the car inventory (attracting sellers to list their cars).

INCONSISTENT AUDIENCE BEHAVIOR

CAR SOME'S target demographic is ever-changing. To reach the right individuals at the right time (when prospects are in the decision-making process to sell or purchase a car), it is essential that their marketing strategy accommodates the anticipated audience growth and shrink patterns by mimicking market movements even before they transpire. This requires a significant amount of data collection, modeling, and prediction.



AI-LED GROWTH WITH PIXIS

CARSOME initiated its journey with Pixis in December 2021. Over the weeks that followed, **CARSOME** felt confident in Pixis' transformative and intuitive AI capabilities leading them to deploy it as their default AI marketing solution. Pixis' codeless infrastructure houses three sophisticated AI systems that work together to orchestrate data-driven actions across **CARSOME'S** marketing efforts. This is outlined in the following segment.

Performance AI



The **Performance AI** is an incredibly robust system that identifies existing efficiencies and inefficiencies in targeting, communication, spending, and more, by conducting a thorough analysis of the user account. Taking a top-down approach right from cross-platform budget optimization to seasonality-based pacing control, time-bound trends, and finally granular budget and bid optimization for individual campaigns, ad sets, and keywords.

It evaluates a range of parameters for **CARSOME**, including audience intent, historical performance, market sentiment, quality leads, and more. This is to determine the ideal campaign spend in order to maintain a baseline level of efficiency on the account. By doing this, Pixis creates efficiencies against uneven audience behavior and global disruptions such as supply chain issues. Essentially, the AI is assisting **CARSOME** in determining when to go all in and when to switch strategies in real time.

Creative AI



The **Creative AI** system optimizes creative communication by generating data-driven, audience-specific recommendations for better engagement. It also enables intelligent creative delivery to maximize ad potential, thereby reducing creative fatigue and boosting brand recall across channels.

For **CARSOME**, the **Creative AI** is identifying new and better strategies to communicate brand USPs by generating hyper-contextual copy and creatives multiple times a month based on performance triggers, significantly increasing the creative engagement rate. This has increased the brand's overall clout within its target demographic while also fostering more trust and engagement.

Generated Using Creative AI For CARSOME'S Indonesian and Thailand Geographies



TARGETING AI



The extremely powerful **Targeting AI** system analyzes billions of data points to identify gaps in targeting strategies. It finds overlooked audience sets and scales audience features that have shown promising ROI.

The **Targeting AI** is being deployed by **CARSOME** to generate various interest-based targeting cohort recommendations. Rather than using the conventional approach of heavily depending on retargeting, the campaigns are geared at high intent audience segments.

In addition to significantly improving performance—specifically, a 40% decrease in Cost Per Lead (CPL)—the Pixis codeless AI infrastructure also drove considerable productivity improvements. Before Pixis, **CARSOME** relied on an outsourced team of ten to strategize, execute and manage campaigns. With Pixis, a larger number of campaigns are being managed by a three-person in-house team, freeing up key resources to help the company grow in other areas.



Pixis' Codeless AI infrastructure, powered by 80+ proprietary AI models, is empowering the **CARSOME** team to improve their overall efficiency in marketing and demand generation. Explore the powerful Pixis codeless AI infrastructure in the next section.

PIXIS PRODUCTS

CODELESS AI INFRASTRUCTURE IN ACTION

TARGETING AI

Genetic, Self-evolving, Polymorphic

Targeting AI

- Cross-platform Audience Generator
- Self-supervised Learning Framework
- Zero Cold Start
- Pico-Segmentation
- Real-time Cohort Updates
- Multi-layered Targeting

Explore

CREATIVE AI

Hyper-Contextual, Generative, Deterministic

Creative AI

- Performance-based Asset Rotation
- Auto-segmentation of Creatives
- Message Clarity Scoring
- Intelligent Creative Sequencing
- Personalized Text Generator
- Smart Creative Resizer

Explore

PERFORMANCE AI

Metaheuristic, Autoregressive, Accelerated

Performance AI

- Real-time Targeting Improvements
- 50 Custom Triggers on Performance
- Live Bid & Budget Optimization
- Ideal Metric Recommendation
- Cross-platform Spend Monitoring
- Engagement Scoring

Explore



"After using Pixis, the quality of leads generated, month on month, has improved by close to 35%. It's astonishingly powerful. "

Ugandhar Pilla

Regional Head of Performance, CAR SOME

