

Leading Light Digital case study VW DEALER



High-Quality Lead Generation Campaign | TikTok Lead Ads | April 2026

Objective

Generate high-quality vehicle enquiries for a VW Dealer while maintaining cost efficiency.

Campaign Focus

- Lead quality over volume
- Finance-qualified buyers
- Consistent enquiry flow

Campaign Overview

- 3 Active Campaigns
- Platform: TikTok
- Campaign Type: Lead Generation
- Creative Format: Video
- Market: South Africa

Lead Quality Strategy

For higher-value vehicles, lead quality is critical. We implemented custom lead forms designed to filter for serious buyers which include: **Location, Income qualification, Finance readiness, Licensing status**

RESULTS

• Overall Performance

Total Conversions 1,623	Total Impressions 1.56m	Total Clicks 12,568
Avg CTR. 0.80%	Avg. Cost/Conv. R11.11	Total Ad Spend R18,039

• Immediate ROI

8

Vehicles sold.

- R18,039 total ad spend generated 1,623 qualified leads
- 8 confirmed sales – a single VW sale exceeds total campaign cost
- 1,615 warm leads still in pipeline – further sales expected



We help dealerships generate hundreds of qualified leads per month while maintaining strong cost efficiency.

From single campaigns to full dealership pipelines, our ad implementation is designed to scale results consistently.