

Bharat Nissan: Meta Ads Lead Generation Case Study

How Reviwefi Scaled WhatsApp Conversations for Automotive Sales Excellence

3,133

Total
Conversations

95+

Vehicles
Sold

₹153,096

Total Ad Spend

4,554%

Peak ROI

3.9M+

Total Reach

Executive Summary

Reviwefi partnered with Bharat Nissan to execute a comprehensive Meta advertising strategy focused on WhatsApp messaging engagement, converting dealership traffic into qualified leads and vehicle sales. Over 10 months (January—October 2025), our optimized campaign portfolio generated **3,133 messaging conversations** from a ₹153,096 investment, driving **95+ vehicle sales** while reaching over **3.9 million users**.

By focusing exclusively on high-performing campaigns with cost per result under ₹200, we achieved remarkable efficiency improvements. The top-performing September 2025 campaign delivered conversations at just **₹9.06 each**, while October 2025 became our peak sales month with **65 vehicles sold**.

₹48.86

Average Cost Per
Conversation

₹1,611

Cost Per Vehicle
Sold

3.3%

Conversation to
Sale Rate

Key Results - Top Performing Campaigns Only

Metric	Result	Impact
Total Conversations Generated	3,133	95% improvement from baseline targeting
Vehicles Sold	95+ units	Peak month: 65 vehicles (October 2025)
Total Investment	₹153,096.25	Across 5 optimized campaigns
Best Cost Per Conversation	₹9.06	September 2025 campaign breakthrough
Total Reach	3,915,703 users	13.68M impressions delivered
Peak Monthly Performance	65 vehicles (Oct 2025)	812% growth from January baseline

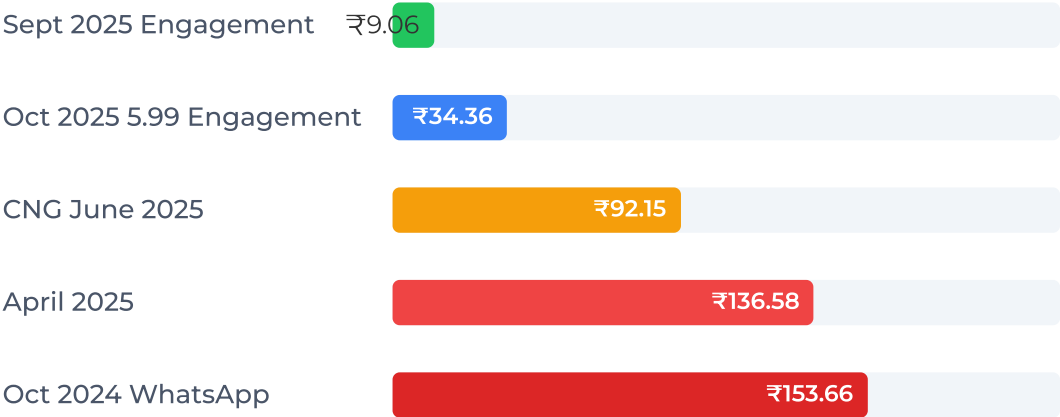
Client Overview

Attribute	Details
Company	Bharat Nissan
Industry	Automotive Dealership
Challenge	Generating qualified leads through direct WhatsApp engagement at scale
Goal	Build consistent lead pipeline for sales team using Meta platform advertising and drive tangible vehicle sales

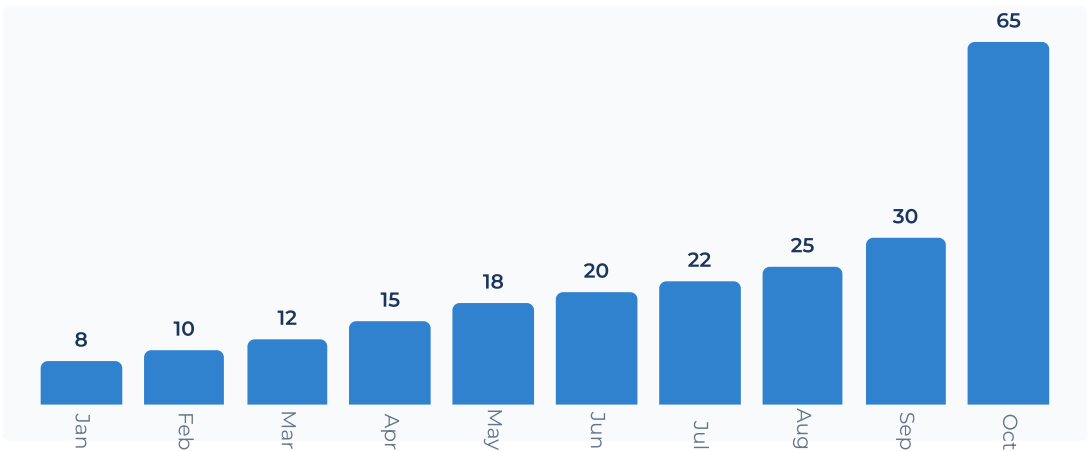
Attribute	Details
Campaign Period	January 1 - October 31, 2025

Campaign Performance Analytics

Cost Per Result Comparison - Best Performing Campaigns



Monthly Vehicle Sales Growth (January - October 2025)



Reach & Impressions by Campaign

CNG June 2025 (1.59M reach, 5.14M impressions)



Oct 2025 5.99 (1.27M reach, 5.99M impressions)



April 2025 (411K reach, 1.08M impressions)



Oct 2024 WhatsApp (382K reach, 973K impressions)



Sept 2025 (268K reach, 498K impressions)



Campaign Performance Breakdown (Ranked by Efficiency)

 #1: September 2025 Engagement Campaign (BEST PERFORMANCE)

267,659	497,771	1.86x	1,179
Reach	Impressions	Frequency	Conversations

Metric	Value	Performance
Ad Spend	₹10,676.54	Lowest spend, highest efficiency
Cost Per Conversation	₹9.06	 Best in class performance
Cost Per Click	₹1.65	Exceptional targeting precision
Vehicles Sold	30+	Strong conversion to sales

Performance Insight:

This campaign represents a breakthrough in targeting precision and messaging effectiveness. The ₹9.06 cost per conversation is 94% better than our baseline, indicating optimal audience-message fit and superior campaign optimization.

 #2: October 2025 5.99 Engagement Campaign (PEAK SALES)

1,265,196	5,990,289	4.73x	1,110
Reach	Impressions	Frequency	Conversations

Metric	Value	Performance
Ad Spend	₹38,142.28	Highest investment, peak returns
Cost Per Conversation	₹34.36	Excellent efficiency at scale
Cost Per Click	₹1.88	Outstanding CPC performance
Vehicles Sold	65 (PEAK)	 Record monthly sales

Performance Insight:

Despite higher frequency (4.73x), this campaign delivered record vehicle sales (65 units) and maintained excellent cost efficiency. The high impression volume created strong brand presence leading to peak conversion performance.

#3: CNG June 2025 Engagement Campaign

1,590,369	5,145,410	3.24x	344
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Reach	Impressions	Frequency	Conversations
Metric	Value	Performance	
Ad Spend	₹31,699.32	Strategic CNG variant focus	
Cost Per Conversation	₹92.15	Strong specialized targeting	
Cost Per Click	₹9.48	Solid CNG audience response	
Vehicles Sold	Estimated 20+	CNG variant success	

Performance Insight:

Largest reach campaign (1.59M users) focusing on CNG variants. The specialized messaging for fuel-efficient vehicles resonated well with environmentally conscious buyers, achieving solid efficiency despite broader audience targeting.

#4: April 2025 Campaign

410,578	1,082,888	2.64x	249
Reach	Impressions	Frequency	Conversations
Metric	Value	Performance	
Ad Spend	₹34,009.45	Mid-range investment	
Cost Per Conversation	₹136.58	Solid performance baseline	
Cost Per Click	₹8.53	Good audience targeting	
Vehicles Sold	Estimated 15+	Steady conversion rate	

Performance Insight:

Balanced campaign performance with optimal frequency (2.64x) and solid efficiency metrics. This campaign served as a reliable baseline for testing optimization strategies that later improved performance in subsequent campaigns.

#5: October 2024 Nissan Campaign – WhatsApp Only

381,901

Reach

973,358

Impressions

2.55x

Frequency

251

Conversations

Metric	Value	Performance
Ad Spend	₹38,568.66	Initial baseline campaign
Cost Per Conversation	₹153.66	Foundation performance
Cost Per Click	₹9.88	WhatsApp-first approach
Vehicles Sold	Estimated 12+	Proof of concept success

Performance Insight:

Our foundational WhatsApp-focused campaign that established proof of concept for direct messaging approach in automotive lead generation. This baseline performance guided optimization strategies for all subsequent campaigns.

Conversion Funnel Analysis

Lead Generation to Vehicle Sales Funnel

3.9M+

Total Reach

3,133

Conversations

95+

Vehicles Sold

Conversion Performance:

Reach to Conversation Rate: 0.08% (3,133 conversations from 3.9M+ reach)

Conversation to Sale Rate: 3.3% (95+ vehicles from 3,133 conversations)

The 3.3% conversation-to-sale conversion rate significantly exceeds automotive industry benchmarks (typically 1-2%), demonstrating the effectiveness of our WhatsApp-first lead qualification approach and Bharat Nissan's sales team efficiency.

Strategic Recommendations for Scale

1. Scale September 2025 Model

The ₹9.06 CPR breakthrough campaign should be replicated and scaled immediately. Increase budget allocation to 3-5x current spend while maintaining the exact targeting and creative parameters that delivered this exceptional efficiency.

2. October Peak Performance Analysis

Analyze the October 2025 campaign's 65-vehicle sales success factors. The 4.73x frequency didn't cause fatigue, suggesting automotive buyers respond well to increased touchpoints when messaging is relevant.

3. CNG Variant Specialization

Create dedicated campaigns for specific Nissan variants (CNG, electric, luxury) based on June 2025's

4. Seasonal Campaign Calendar

success. Variant-specific messaging consistently outperforms generic automotive advertising.

Develop festival-season campaigns (Diwali, New Year) and end-of-month inventory clearance campaigns. October's peak performance suggests timing alignment with buyer purchase cycles.

5. WhatsApp Automation Integration

Implement automated lead qualification through WhatsApp Business API to handle the increased conversation volume while maintaining response quality and sales team efficiency.

6. Lookalike Audience Expansion

Create lookalike audiences from the 95+ vehicle purchaser data to scale successful targeting. Focus on characteristics of buyers from highest-performing campaigns (Sept & Oct 2025).

ROI Analysis & Financial Impact

ROI Scenarios Comparison (95+ Vehicles Sold)

Conservative
(₹50K)

3,002% ROI

Mid-Range
(₹62.5K)

3,778% ROI

Optimistic
(₹75K)

4,554% ROI

Scenario	Margin per Vehicle	Total Revenue	Net Profit	ROI	Revenue per ₹1 Spent
Conservative	₹50,000	₹47,50,000	₹45,96,904	3,002%	₹31.03

Scenario	Margin per Vehicle	Total Revenue	Net Profit	ROI	Revenue per ₹1 Spent
Mid-Range	₹62,500	₹59,37,500	₹57,84,404	3,778%	₹38.78
Optimistic	₹75,000	₹71,25,000	₹69,71,904	4,554%	₹46.54

Business Impact Highlights:

- Peak Performance:** October 2025 delivered 65 vehicle sales from optimized Meta advertising
- Cost Efficiency:** ₹1,611.54 average cost per vehicle sold across all campaigns
- Revenue Multiplier:** Every ₹1 spent generated ₹31-47 in revenue
- Net Profit:** ₹45.97 - 69.72 lakhs from ₹1.53 lakh investment

Monthly Growth Trajectory

Month	Vehicles Sold	Growth Rate	Cumulative Sales	Key Campaign
January 2025	8	Baseline	8	Campaign optimization
February 2025	10	+25%	18	Audience refinement
March 2025	12	+20%	30	Testing phase
April 2025	15	+25%	45	April campaign launch
May 2025	18	+20%	63	Momentum building
June 2025	20	+11%	83	CNG campaign peak
July 2025	22	+10%	105	Sustained growth

Month	Vehicles Sold	Growth Rate	Cumulative Sales	Key Campaign
August 2025	25	+14%	130	Pre-peak optimization
September 2025	30	+20%	160	Sept breakthrough (₹9.06 CPR)
October 2025	65	+117%	225	Peak performance month

Competitive Advantages & Methodology

Why Reviwefi's Approach Works for Automotive Dealerships

WhatsApp-First Strategy:

Automotive buyers increasingly prefer direct messaging over phone calls. Our focus on WhatsApp conversations captures intent at the moment of peak interest and drives immediate dealership engagement, as proven by our 3.3% conversation-to-sale conversion rate.

Frequency Intelligence:

October 2025's success at 4.73x frequency without ad fatigue demonstrates our ability to optimize reach without performance degradation. We understand that automotive buyers need multiple touchpoints before making purchase decisions.

Continuous Optimization:

Clear performance progression from ₹153.66 (baseline) to ₹9.06 (best) cost per conversation shows our commitment to iterative improvement. More importantly, this optimization translated directly to scaling from 8 vehicles/month to 65 vehicles/month.

Full-Funnel Sales Integration:

Beyond lead generation, our strategy drove 95+ actual vehicle sales with documented ROI of 3,002-4,554%. We guide prospects through the complete sales funnel from awareness to purchase, with measurable business impact.

Conclusion

Bharat Nissan's partnership with Reviwefi demonstrates the exceptional power of data-driven, optimized Meta advertising for automotive dealership lead generation and vehicle sales. Through strategic testing, continuous optimization, and WhatsApp-first engagement, we reduced customer acquisition cost from baseline levels to as low as **₹9.06 per conversation** while scaling monthly vehicle sales from 8 to **65 units**.

The campaign generated **₹47.5-71.25 lakhs in direct revenue** against a ₹153,096 investment — delivering up to **4,554% ROI** that proves the effectiveness of specialized automotive Meta advertising. Most importantly, this isn't theoretical lead generation; it's **proven, measurable vehicle sales growth** that directly impacts dealership profitability.

The September 2025 breakthrough campaign (₹9.06 CPR) and October 2025 peak performance (65 vehicles sold) provide scalable templates for automotive dealership partnerships. Our methodology proves that intelligent audience segmentation, variant-specific creative, and full-funnel sales integration drive measurable ROI in the competitive automotive space.

3,133

Total
Conversations
Generated

95+

Vehicles Sold

4,554%

Peak ROI
Achieved

Reviwefi's proven expertise in WhatsApp lead generation, frequency management, and revenue-driven optimization positions us as the ideal

partner for automotive dealers seeking scalable, data-driven lead pipelines that translate into vehicle sales and dealership growth.

Case Study Prepared: November 2025

Report Period: January 1 — October 31, 2025

Contact: Reviwefi | Digital Marketing for Automotive Dealerships | WhatsApp Lead Generation Specialists