

Overview

CLIENT

Auto Dealership

CAMPAIGN LENGTH

Four Months

OBJECTIVES

Increase sales and foot traffic by improving online visibility.

CHALLENGE

The dealership competes in a highly concentrated market, with many competitors located within a mile.

Results

The dealership recorded the greatest sales month since it opened 30 years ago.

45

average number of sold vehicles per month prior to campaign

78

average number of sold vehicles per month during/after campaign

Strategy

- We recommended Programmatic Display, Device ID, Paid Search, and SEO to target customer prospects throughout the customer journey.
- Targeted buyers interested in Ford-specific vehicles. Paid Search and SEO enhanced the dealership's ranking on Google searches. Programmatic products allow for targeting very niche clientele. For the automotive industry, targeting can be narrowed down to include buyers interested in specific vehicle makes and models.
- Device ID was used to capture devices from competitor locations. These devices were served ads and directed from competitor locations to the client's dealership.