

## AUTO SALES & SERVICES CAMPAIGN SUCCESS

Learn how device ID helped an auto dealer increase automotive service appointments and new car sales.

### OBJECTIVE

Increase automotive service appointments and new car sales.

### CHALLENGE

Tracking advertising spends to ensure tactics are working and driving a return on investment.



### SOLUTION

We consulted and served up display ads with our device ID targeting, selecting ZIP codes in relevant neighborhoods, competitors, and other important locations. We used multiple ads to include various brands and service offers.

### RESULTS

The dealer supplied a monthly sales report for both service appointments and car sales. Over a two-month time period, we matched 192 service appointments and 41 car sales. This is an estimated \$91,600 in revenue from vehicles sold.

### KEY FINDINGS

The device ID ads not only served a precise audience, but also provided CRM matchback reporting\* to help determine better ROI on the campaign.

*\*CRM matchback reporting does incur an additional cost, dependent on the audience size.*

## 41 CAR SALES = \$91,600 IN REVENUE