

GET POWERFUL RESULTS WITH A FULL-FUNNEL MARKETING STRATEGY

Auto dealer increased their average sold vehicles per month to 30+ more vehicles.

OBJECTIVE

The client wanted to increase sales and foot traffic by improving online visibility.

CHALLENGE

The client competes with multiple other dealerships within one mile.



SOLUTION

We recommended display advertising, device ID, paid search, and SEO to target customer prospects throughout the customer journey, targeting buyers interested in Ford-specific vehicles. Paid search and SEO enhanced the dealer's ranking on Google searches. Device ID was used to capture devices from competitors' locations. These devices were served ads and directed from competitor locations to our client's dealership.

RESULTS

This mix of product solutions used by the dealer resulted in the dealer's greatest sales month since it opened decades ago. The dealer experienced 70+ vehicles sold compared to their usual 40+ vehicles sold per month. That's a 75% increase in sales.

KEY FINDINGS

With programmatic display advertising, we were able to target a very niche group of customers. The targeting can be narrowed down to include buyers interested in specific vehicle makes and models. Also, being in Google's 3-Pack is a must if dealers want to take up valuable real estate on Google searches and optimize visibility.

75% SALES INCREASE