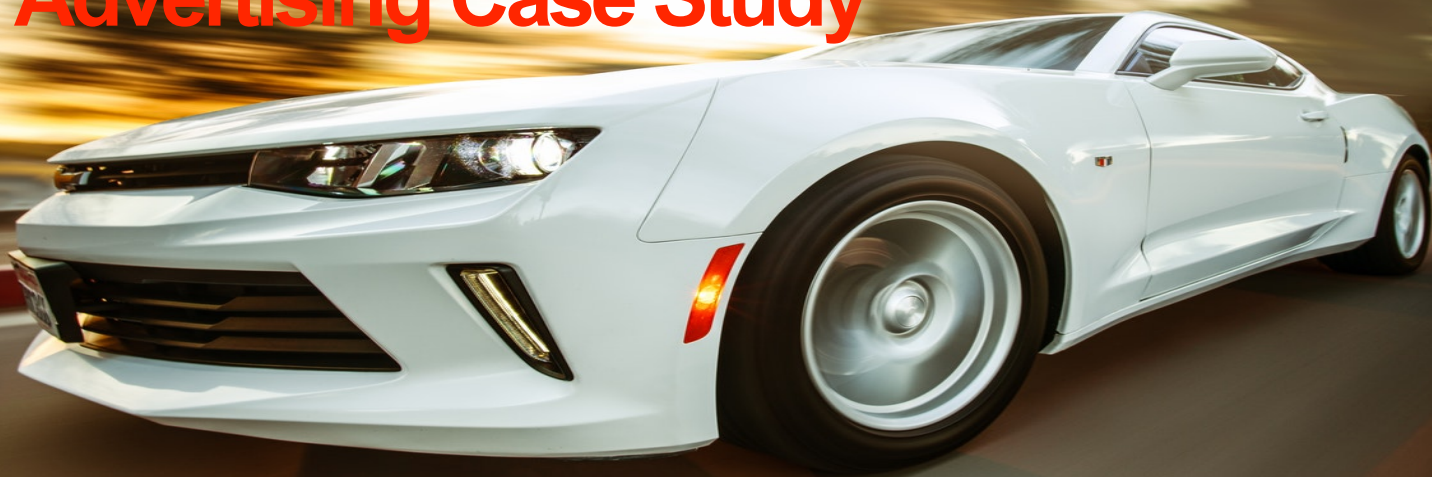


Car Dealership Advertising Case Study



0.57% CTR

Achieved a CTR that was 475% higher than standard average display tactics (0.12%)

88,995 Clicks

Delivered over 88k clicks over the course of the campaign (as opposed to an industry average of 18,862)

\$0.36 Avg CPC

Optimized the overall CPC for display tactics down (48% drop) to \$0.36 (from an industry average of \$0.75)

DIGITAL VENTURES MEDIA PROVIDES AN OPTIMAL DIGITAL ADVERTISING SOLUTION FOR CAR DEALERSHIPS

Goal

A leading car dealership needed to improve customer awareness of their brand while also improving the overall efficiency of their marketing investment. They employed Digital Ventures Media to implement their Programmatic, Facebook and Google Ads strategy, all the while leveraging Digital Ventures Media in-house Analytics platform, which gives transparent reporting across all channels. The goal for Digital Ventures Media was to maximize click performance in their Programmatic, Facebook and Google Ads buys while minimizing lost search impression share and maximizing search rank.

Solution

Digital Ventures Media's solution consisted of:

- 1) Recognizing that the majority of the targeted audience was made up of users on the go, Digital Ventures Media focused its Google Ads search strategy on mobile devices to entice users into their locations. Focusing primarily on promotional ad copy, users were incentivized to click and interact with the brand's website.
- 2) By utilizing custom functions within the Google Ads ad copy, Digital Ventures Media customized the ad copy to every unique user's search. This improved the quality score, increased the CTR, improved average position and decreased the CPC.
- 3) The display strategy consisted of retargeting users which have recently interacted with the brand's website, leveraging premium publishers, geofencing strategic areas around the brand's dealership and geofencing competitor locations. Over 54 competitor locations were geofenced along with key areas near major highways. Users were retargeted programmatically from all channels (Display, Google Ads and Facebook) to ensure maximum exposure regardless of which channel the traffic came from.
- 4) Digital Ventures Media targeted users on the Facebook platform which fit within the brand's ideal age and gender demographic. Digital Ventures Media also leveraged various automobile interest segments to ensure ads were reaching their target market.