

# YouConnex agency employed the Choozle platform to drive awareness and traffic using a digital marketing campaign for Clearwater Toyota Auto Dealership.

## THE OBJECTIVE

- Increase awareness of Clearwater Toyota Auto Dealership within Pinellas County FL.
- Utilize 3rd party data targeting to reach desired target audience.
- Drive incremental leads to the site and ultimately lift new and used car sales

## THE SOLUTION

Leverage the Choozle platform to reach in-market automotive buyers across the open web with digital video, display, mobile web and in-app advertising.

In addition, utilize contextual targeting to place advertising on auto, local news and sports web sites and apps.

By combining these strategies, Clearwater Toyota reached prospective customers far more efficiently than if they had simply advertised on auto sites

“Choozle allowed us to **precisely reach** in-market Toyota buyers as well as shoppers of the competitive set. This resulted in the **highest sales month** in Clearwater Toyota’s history with more than 450 cars sold.”



**TOTAL IMPRESSIONS**  
DURING THE FIRST 30 DAYS OF THE CAMPAIGN



**COST PER ACQUISITION**  
THROUGHOUT THE CAMPAIGN (CPA)



**ABOVE AVERAGE**  
CLICK-THROUGH RATES COMPARED TO OTHER PLATFORMS



**SOLD CARS**  
DURING THE CAMPAIGN WHICH WAS THEIR BEST MONTH IN HISTORY



**INCREMENTAL DAILY VISITS**  
TO THE DEALER WEBSITE



John Morgan  
VP, Digital Media

