

Case Study

The car buying process can be lengthy and time-consuming. For some consumers, it can involve lots of research and multiple test drives. This longer time to purchase creates a challenge for automotive dealerships as they attempt to stay in front of consumers that are close to buying. A regional automotive dealership was looking for ways they could maximize their digital advertising efforts to drive faster conversion rates.

The Objective

- Leverage retargeting to drive customers in the consideration stage further down the purchase funnel
- Optimize their full-funnel digital advertising strategy to reduce time to convert
- Gain and maintain knowledge of programmatic advertising strategies and tactics

The Solution

Driving consumers to purchase in an efficient timeframe is key for any automotive dealership. A regional automotive dealership wanted to use digital advertising efforts to ensure they stay in front of their high-value, potential buyers to help drive a faster conversion rate.

As a solution, the dealership leveraged retargeting to reach users who built and priced a car on the website to drive them further down the purchase funnel. Retargeting allowed them to reach users that would convert on other goals like locating a dealer or requesting a quote. Additionally, the dealership used recency and frequency optimization tools in order to adjust impressions and bids based on how recently the user had engaged in the desired actions.

During the first seven weeks of the campaign, optimization for the overall campaign strategy was so strong that the dealership was able to significantly increase spending while dramatically dropping CPA from \$13.00 to \$4.50. In addition, the dealership was able to optimize their retargeting strategy further when they discovered increased engagement in specific geolocations. They used the data to maximize the number of impressions needed in specific geographic regions to drive an efficient CPA. More importantly, the dealership was able to reduce the time to convert by five days.

Key Results

65%
decrease of
CPA

Reduced
time to convert
by **5 days**