

Auto Dealership Drives Traffic With Prospecting Dynamic Creative

Overview

An auto dealership was looking to drive more on-site traffic and increase its CTR by delivering relevant ads to a highly-localized audience. It enlisted the help of Next Level Solutions to utilize Prospecting Dynamic Creative for Auto, along with Geo-Fencing technology, to more effectively reach its target audience and improve its overall advertising performance.

Solution

The team implemented Prospecting Dynamic Creative for Auto to dynamically serve personalized ads to users based on the specific keywords they searched and the contextual content they read. This means the dealership was able to adjust the content of the ads to show specific vehicles on its lot to users actively searching for that type of vehicle. Additionally, the team drew target fences around locations of interest and a Conversion Zone around the advertiser's dealership to track online-to-offline conversions. The targeted locations were grouped based on several themes, and the advertiser provided unique creatives relevant to each theme. After campaign launch, Next Level Solutions made mid-flight optimizations to improve performance, including shifting budget to the highest-performing keywords and locations.

Results

To date, the campaign has achieved a 0.30% CTR. Additionally, the advertiser was able to record 455 visits to the dealership, resulting in a 300% increase in foot traffic as measured using Geo-Conversion Lift metric. Overall, the dealership's business surged during the campaign. In fact, in terms of sales, it skyrocketed from the bottom of the automaker's regional dealerships to the top dealership in the region.

Results

300%

Geo-Conversion Lift

455

Dealership Visits

Category

Automotive