



Digital Ads Case Study

Car Dealership

Scenario

A car dealership from Connecticut wanted to advertise the vehicles they have in their inventory. Our channel partner asked our Digital Ads team to help because they didn't want to create individual campaigns for each vehicle.

Results

We built and ran a Dynamic Auto Ads campaign for 6 months. This type of campaign pulls out information from the dealership's website, ensuring that everything is up-to-date. When potential customers click on the ads, they're directed to the vehicle detail page (VDP). We're also able to track which vehicles are generating more conversions. We had 26,728 VDP views with this campaign.

Monthly Budget

\$2,400/mo

Facebook Reach

**425,099
unique users**

VDP Views

26,728

CTR

3.78%

