

AUTO DEALER DYNAMIC MARKETING CASE STUDY



Auto Dealership Reaches Users at the Top of the Sales Funnel

Brand Overview

- Auto dealership in Eastern Kentucky
- Looking to promote vehicles to users who lived in towns that were approximately an hour away from the dealership's rural community
- Wanted to drive vehicle sales

Expanding the Dealership's Reach

Automotive dealerships spend approximately \$640 on advertising for each new vehicle they sell ([NADA](#)), so it's important that they choose advertising partners that can generate and prove meaningful results. When a car dealership in Eastern Kentucky wanted to expand its reach to users who were unfamiliar with its inventory, they leveraged Integrity Media's technology.

Together, Integrity Media and the dealership and media publishing company wanted to generate a CTR of 0.15% and sell vehicles to people who lived outside of the advertiser's local area. They chose to use Integrity Media's Prospecting Dynamic Creative for Auto solution to serve personally relevant ads to users and to analyze the campaign's results at the VIN-level. This would help them clearly see which vehicles within the dynamic carousel were driving results, including when a specific VIN was deleted from the dynamic feed to indicate a sale.

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Reaching Users at the Top of the Sales Funnel

The advertiser hoped to expand its audience and attract consumers who lived in rural towns approximately one hour away from the dealership. It wanted to build brand awareness among buyers in the early research phase using dynamic ads, without wasting impressions on users who were already familiar with the dealership.

Using Integrity Media's Prospecting Dynamic Creative for Auto solution, the advertiser could reach consumers at the top of the sales funnel with personalized ads via Search Retargeting and Keyword Contextual targeting. These ads would display vehicles relevant to individual users based on the keywords they searched and the content they read. For example, users who searched for "GMC SUV" and "GMC pickup" were, respectively, served ads featuring a GMC Acadia and a GMC Sierra from the dealership's inventory.

Examples of Dynamic Creatives Based on Keywords

<p>XJ1 SUPER SEDAN \$40,246</p>  <p>BIG TOWN AUTOPLEX VIEW DETAILS</p>	<p>HEAVY DUTY TRUCK \$50,987</p>  <p>BIG TOWN AUTOPLEX VIEW DETAILS</p>	<p>Hybrid TRX Hatchback \$30,332</p>  <p>BIG TOWN AUTOPLEX VIEW DETAILS</p>
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Keyword: 2-Door Sedan

Keyword: Heavy-Duty Truck

Keyword: Electric Hybrid

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Building the Dynamic Ads

Integrity Media quickly activated the campaign with ease:

1. The team entered the advertiser's URL into the Integrity Media platform, automatically importing the inventory feed.
2. The team placed the dealership's logo and copy into the interactive creative template.
3. Sold vehicles were automatically removed from the feed to avoid wasting impressions on unavailable inventory.

Each vehicle that was shown in the dynamic ads linked directly to the dealer's corresponding Vehicle Details Page (VDP), making this an ideal solution for the advertiser.

VIN-Level Reporting Demonstrates Campaign Success

Over the course of 15 weeks, the campaign exceeded its goal and achieved a CTR of 0.19%. Of the 1,110 VINs that served impressions, 79.01% were deleted from the feed, thus indicating 877 vehicle sales. By comparing these deleted VINs to the dealership's sales reports, the advertiser was able to report on the campaign's direct contribution to its bottom line. It plans to continue using Integrity Media's Dynamic Creative solution to reach users at the top of the sales funnel and to evaluate campaign performance at the VIN-level.

Results:

0.19%

CTR

79.01%

Deletion Rate for VIN Impressions

877

Vehicles Deleted

