AUTOMOTIVE CASE STUDY

Auto Dealership: **41 Cars Sold, 11X ROI**

Display and Device ID geofencing that filled the service bay and the sales lot.

OVERVIEW

Client
Auto dealership

Campaign length
Two months

Products used
Programmatic Display and Device ID, with CRM matchback reporting

OBJECTIVE

Increase service appointments and new car sales.

11X
return on investment.

STRATEGY AND SOLUTIONS

We used **Device ID** to reach the right people based on where they'd been: priority neighborhoods, **competitor locations**, and other places that signaled they might be in the market.

Multiple ad versions featured different vehicle brands and service offers, so each shopper saw a message that matched their needs.

CRM matchback reporting* connected the people who saw the ads to the dealership's sales and service records, showing exactly what the campaign delivered.



RESULTS

41
vehicles sold

192
service appointments booked

$91,600
in sales

11X
return on investment

- ***CRM matchback reporting** is available for an additional cost, based on audience size.

Want to know which ads sold cars? Matchback reporting connects your campaign to real sales and service visits.

Results from a single advertiser; individual results vary.