

AUTO DEALER CASE STUDY

- ✓ Costs for Period
- ✓ Key Performance Indicators (KPI)
- ✓ Retargeting Group Segments

An auto dealer wanted to let people, who visited other auto dealers in adjacent communities, know about their store and the great deals they have to offer. With Geo-Conquesting we targeted several dealerships and were able to show ads to people visiting these competitors' lots. The ads were able to bring 33 people, who visited them, to our client in the first 2 months.

Due to the success of bringing new buyers from competing lots, the dealership decided to add 2 additional locations to the campaign after just 2 months. As you can see we were able to identify which dealership they came from in real time.



Key Performance Indicators (KPI)

01 Apr 2018 to 30 Apr 2018

Impressions

82,992

Clicks

128

eCTR

0.154%

Summary

This period you received 82,992 impressions and 128 clicks. Your effective click through rate (ECTR) of 0.154% is calculated based on the number of clicks per impression. The industry average for RTB cold traffic is .07% and the industry average for retargeted traffic (warm traffic) is 1%.

Created on April 18th, 2018 11:10 EST. Copyright ©2018. All Rights Reserved

Retargeting Group Segments

All Time

Mercedes-Benz

370 (Your Company)

Last 30 Days = 280

Last 48 Days = 355

Infiniti

526 (20 Converted)

Last 30 Days = 459

Last 48 Days = 523

Lexus

324 (6 Converted)

Last 30 Days = 255

Last 48 Days = 313

BMW

70 (3 Converted)

Last 30 Days = 51

Last 48 Days = 67

Audi

164 (4 Converted)

Last 30 Days = 98

Last 48 Days = 156

Center for the Performing

Arts

68

Last 30 Days = 68

Last 48 Days = 68

This section represents all the retargeting segments that are configured for your project. These segments may include products, pages, emails, etc...

Created on April 18th, 2018 11:10 EST. Copyright ©2018. All Rights Reserved