

AdWords elevates targeted CDJR auto group sales to new heights

Dealer Teamwork's MPOP™ platform delivers specific ads to targeted audiences featuring transactional data and incentives.



Goals

- Major CDJR auto group identified the potential to break through the low-funnel market.
- Working with Dealer Teamwork, a Google Premier Partner since 2017, they set a primary goal of connecting and converting quality traffic through the use of transactional data in targeted AdWords campaigns, generating phone call inquiries and maximizing conversion potential.
- To achieve the most efficiency, the auto group sought the MPOP™ because it propagates offers to all linked marketing channels (i.e. website, search engines, social media, email).

Results

- Y-O-Y results show 153% improvement in conversions while targeting low-funnel customers at a low cost-per-click and high placement.
- The campaign delivered such impressive results that two budget increases were approved over a 12-month period.
- A \$2.55 cost-per-click was achieved.
- With the MPOP™, ads and landing pages were synced, and offers were pushed out further to social platforms such as Facebook.



211%

Increase in year-over-year goal completion



1.8

Average position for maximum audience exposure



10.4%

Click-through rate with keyword-targeted ads

