

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 about their store and the great deals they had to offer. With Geo-Conquesting we targeted several dealerships and we were able show ads people visiting these competitors lots. The ads were able to bring 6 people who visited them to our client in one month .

The cost of Geo-Conquesting was about half of what they paid on average with traditional PPC advertising. As you can see we are even able to identify which dealership they came from in real time.

MAZDA 6 2016
Dark Mazda
\$26,728
\$156 bi-weekly
LEARN MORE
855-291-4371
*See Dealer for Complete Details

Costs for Period

eCPM

\$10.06

eCPC

\$2.77

Cost

\$304.18

Above is a breakdown for the costs for this period. Note this costs only include the ad spend for the period. All management fees are not included in these numbers.
eCPM - Cost Per Thousand - Effective cost per 1000 impressions served. This number varies widely, this number is the average for the period.
eCPC - Cost Per Click - Effective cost per click on a banner. This number varies widely, this number is the average for the period.
Cost - The total amount of ad spend for this campaign and this period.

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Key Performance Indicators (KPI)

Impressions

30,240

Clicks

110

eCTR

0.364%

Conversions

6

Retargeting Group Segments

Kia of Cherry Hill Conquesting - Kia of Cherry Hill

478 (Your Company)

Kia of Cherry Hill Conquesting - Jim Sipala Kia

359

Kia of Cherry Hill Conquesting - Burlington Kia

263 (2 Converted)

Kia of Cherry Hill Conquesting - Turnersville Kia

0

Kia of Cherry Hill Conquesting - Burns Honda

1341 (4 Converted)

In Market Landing Page

552

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

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