

# AUTO DEALERSHIP DRIVES TRAFFIC

## CHALLENGE

This auto dealership was looking to acquire new customers and was unable to find a vendor who could reach the target market and keep the CTR at or above .10%. We were tasked to utilize our unique targeting capabilities to reach both the target audience and the target CTR.

## SOLUTION

We started the campaign with an expanded keyword set due to our expertise with local auto campaigns in the past. We were then able to quickly optimize at the keyword level for the best performing keywords. Following the keyword optimization, the team used dayparting and domain targeting to improve the performance. The final piece of the puzzle was to optimize based on recency.

## RESULTS

Over the course of the campaign, the average CTR was .31% which is slightly more than triple the goal of .10%. With the success of the campaign the advertiser has increased budgets and launch additional campaigns.

**+3X**

## CAMPAIGN GOALS

### CATEGORY

**Local Automotive**

### CTR GOAL

**.10%**

### CTR ACHIEVED

**.31%**