

# AUTO DEALERSHIP DRIVES CTR AND AWARENESS

## CHALLENGE

An auto dealership was looking to build brand awareness among its target market, advertise a sales promotion and increase CTR. They enlisted our help to utilize new geo-fencing technology and several other programmatic advertising tactics with the goal of achieving a CTR of .1%.

## SOLUTION

The team and the advertiser developed a comprehensive strategy of geo-fencing, keyword search retargeting, category contextual targeting and mobile geo-optimization. The client identified several key locations to reach their target audience, such as competitor dealerships, and our team built geo-fences to target individuals who visited those locations. After campaign launch, our multivariate algorithms worked to further optimize the campaign mid-flight by shifting budgets to the highest performing keywords and geo-fences, adjusting the frequency cap and blacklisting domains.

## RESULTS

To date, we have been able to deliver a .21% CTR, more than doubling the client's initial goal. With several weeks remaining in the campaign, we will continue to make in-flight optimizations to maximize performance.

**2X+**

CAMPAIGN  
GOAL

CATEGORY  
**AUTO  
DEALERSHIP**

CAMPAIGN  
GOAL

**.1% CTR**

CAMPAIGN  
RESULT

**.21% CTR**