



AUTOMOTIVE VINCLICKS

Case Studies





Customer

Honda Dealer in the New Jersey Market

Campaign Inclusions

July 2021 to August 2021

Ran a two-month inventory specific campaign driving auto shoppers to the vehicle display page. Beasley Media marketed and reached these auto shoppers everywhere utilizing Syndication, Search, Social sites and Targeted Display inventory. We also GUARANTEED results of the program along with a guarantee to drive each vehicle display page view for less than \$2.00 per view.

Results

Beasley Media drove more than 10,448 views to the vehicle display pages throughout a two-month campaign. This Honda dealer was using a competitor prior to this campaign decided to test Beasley's program, using the same budget of \$5,000. During the flight, Beasley drove 5,608 views at a cost of 89 cents per view. We marketed 219 cars during one month with 186 vehicles leaving the lot and VINCLICKS driving traffic to 125 or 67.2% of those vehicles. The second month, dealer reduced budget to \$3,000 for both Beasley and our competitor due to inventory shortage. Beasley still drove 4,840 views at a cost of 62 cents per view. We marketed 112 cars in the second month with 47 leaving the lot and VINCLICKS driving traffic to 35 or 74.5%. The dealer has been so happy with the results, they renewed and increased budget for the third month and reduced their budget with our competitor.

