



AUTOMOTIVE VINCLICKS

Case Studies





AUTOMOTIVE RETAILER CASE STUDY



Customer

Highline New Car Dealership

Campaign Inclusions

September 2021

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 5,421 Vehicle Display page views at a cost of .46 cents per view. We sent 1,453 new shoppers to the site at a cost of \$1.72. This was on a budget of \$2,500. Beasley was one of the top performers in the dealers google analytics. We marketed 398 vehicles with 253 vehicles leaving the lot in the month of September. 134 of the vehicles that left the lot were from Beasley VINCLIKS.

Source	Medium	Sessions	Users	NewUsers	VDPs	VDP_Percentage
local	organic	6,616	5,824	4,304	7,361	111 %
beasley	vinclicks	2,224	2,104	1,453	5,421	244 %
Google	organic	7,044	6,475	4,957	4,929	70 %
(direct)	(none)	6,629	6,575	6,008	2,824	43 %
facebook.com	social	1,717	1,662	1,116	2,363	138 %
Google	cpc	4,117	3,617	2,879	1,876	46 %

