

# AUTO DEALER BECOMES #1 IN THE NATION

## STRATEGIC TARGETING, BRANDING AND SOCIAL MARKETING GENERATE LEADS AND SALES

### OBJECTIVE

Michigan auto dealer aims to change direction of underperforming Buick and GMC sales.

### CONTEXT

The buying cycle for a vehicle does not typically repeat itself for an average of 3-5 years which makes attracting new buyers critical to the long-term growth and sustainability of a dealership. That's why it was critical for our client, a GM Dealer, to reverse course for their underperforming Buick and GMC sales.

### STRATEGY

Using trends in the market, opportunities available in the geography served, and our knowledge of the automotive sales funnel, Advance 360 served enough impressions to drive a 10% increase in sales across the automotive group. Delineation between those shopping subconsciously and those actively engaged in the search for a new car created a multi-tiered creative approve, and layering on re-messaging further contributed to keep targets in the audience longer, and influencing them more.



**Direct Traffic up 7%**  
During Campaign

Direct traffic growth is evidence of effective branding, eliminating competing dealership brands from the equation entirely, by building the dealership's brand, and influencing buyers to research and shop directly within the dealer's online store.

## RESULTS

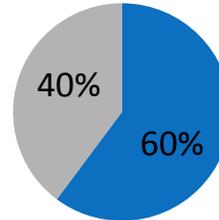
### A shift in spending results in higher lead conversions across all digital channels.

Acting as a true marketing partner, and a digital consultant, Advance 360 was able to help eliminate wasted ad spend between underperforming vendors, and replace underperforming campaigns based on the dealership's individual sales goals.

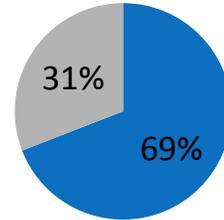
Dealership sales goals, inventory and incentives change on a monthly or even weekly basis. Most digital agencies approach campaigns on an annual basis. Advance 360's strategy of continuous optimization acknowledged the volatility in the market.

Advance 360 also had in-depth conversations continuously with dealership management to address trends and opportunities, and identify threats. This involved thorough analysis of competitive dealership brands.

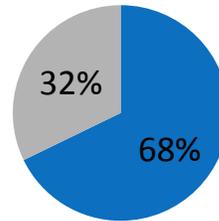
**Third Quarter**  
7/1/15 - 9/30/15



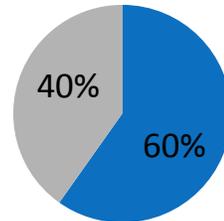
**Fourth Quarter**  
10/1/15 - 12/31/15



**Advance 360**  
9/1/15 - 12/31/15



**Dealer Marketing Preferred Vendor**  
5/1/15 - 8/31/15



■ New Visitors  
■ Returning Visitors