



KAIZEN SIGMA CASE STUDY

Dynamic Facebook Auto Ads

Finding \$7,500 Profit In 90+ Days-Old Inventory





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Background

Country Auto Dealer¹ is a multi-franchise dealer in small-town Missouri with a population of just 30,000. The dealership features approximately 100 VDPs between two rooftops and are early-adopters of new digital strategies to increase traffic, sales and available marketing territory.

Objectives

Country Auto Dealer had two main goals:

- Goal #1:** Identify a new social-based digital approach to increase sales versus current sales programs.
- Goal #2:** Capitalize on Facebook intelligence to help move critical inventory that has surpassed 90 days.

Challenges

Country Auto Dealer's existing sales and advertising strategies were not moving their inventory fast enough. Country Auto Dealer wanted to capitalize on the popular Facebook platform with dynamic imagery and advertising of available vehicles to help move that critical inventory, but did not have the technological savvy or technical know-how.

1. The name of the business has been changed to protect their business privacy and anonymity.



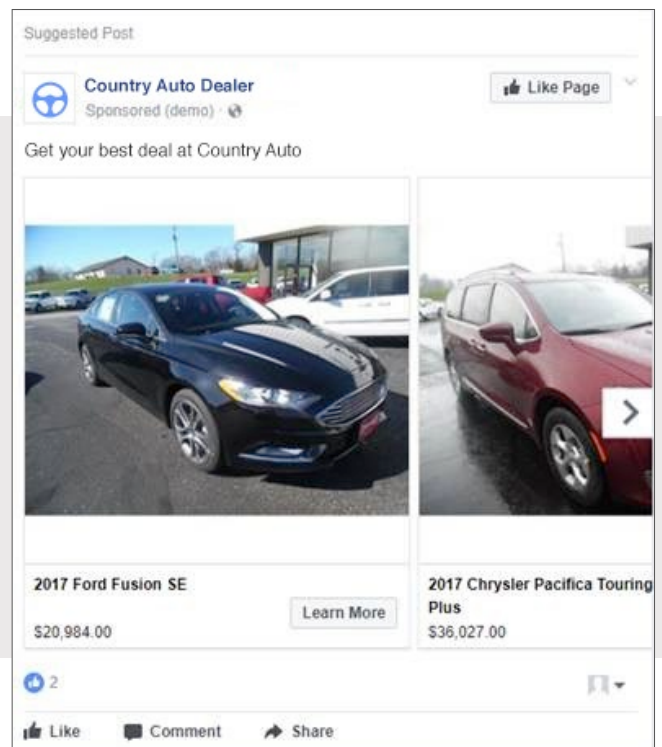
Process

Country Auto Dealer sought our advertising services to roll out new Facebook Dynamic Auto Ads to showcase their vehicles and generate brand new revenue from stagnating inventory.

By targeting a high-intent, high-converting audience with the campaign, the Country Auto Dealer dealership was tuned in to get great results.

Campaign Settings

Product Sets	Geographic	Demographic	Behavioral
<ul style="list-style-type: none"> Retargeting (all) New/Used 90+ Days 	50 Miles	Adults 25-64	<ul style="list-style-type: none"> New car buyers Used car buyers



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Results

494	393	67	15
Total VDP Clicks	Unique VDP Clicks	VDPs with Clicks	Vehicles Moved

With each unit sold offering an average of \$500 to Country Auto Dealer, the campaign saw \$7,500 new profit generated from 90+ day-old inventory—in just one month.

Country Auto Dealer is a clear example of this program’s power for dealerships of all sizes. They had only used Static Facebook Ads—which only click to homepages—through April 2017, before switching to our agency’s Dynamic Facebook Auto Ads.

The results and comparisons are striking. We can dictate exact performance metrics on this campaign down to the VDP level, including 15 moved vehicles. That’s the bottom line for dealer customers. But it’s only the end result of a highly-intelligent, fully-automated system to sell more cars.

- Visitors from Dynamic Ads spend 3X MORE TIME on dealer sites (1:32 vs. :31 static).
- Our Dynamic Facebook Ads BOUNCE 50% LESS than static ads (40.2% vs 73.5%)
- Overall website PAGEVIEWS INCREASED 61% with Dynamic Ads (1,419 vs. 880).
- And don’t forget—most of those 15 moved VDPs were 90+ DAYS OLD before July!

Skyrocket Your Dealership Sales

We give dealerships of all sizes the ability to use advanced Facebook data and intelligence to move all inventory—no matter the age.

**Sell more cars,
more efficiently.
Get started now!**