

Case Study

Multiple Rooftop Auto Dealership Sees 36% Increase in Conversions



Industry: Automotive

Company: Multiple Rooftop Dealership Group

Product: Facebook Dynamic



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<h1 style="font-size: 48px; margin: 0;">36%</h1> <p style="font-size: 18px; margin: 0;">Increase in Conversions</p>	<h1 style="font-size: 48px; margin: 0;">360</h1> <p style="font-size: 18px; margin: 0;">Leads in 60 days</p>
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COMPANY PROFILE

This multiple rooftop automotive dealership was established in 1946 and has been successfully operating in Virginia. The auto group has a presence in six convenient locations in the region and has a large online inventory of brands, including Chevrolet, Honda, Kia, Subaru, and Toyota. They sell new and used vehicles and provide service, maintenance, parts, and financing. With over 70 years in the business, this auto group has garnered a reputation for its customer-friendly service and providing a comfortable car buying experience.

CHALLENGES	
	Declining Performance on Traditional Display
	Access to Inventory Marketing
	High Onboarding Costs

SOLUTIONS	
	Lead Generation
	Facebook's Automotive Inventory Ad
	Facebook Lead Ads

CHALLENGE

The auto group was generating a high volume of site traffic through advertising channels such as search engine marketing and display, but they were having difficulty gauging the quality of the traffic. Although the traffic volume was high, the conversions weren't improving. They tried boosting the campaign budgets, but it didn't solve the problem. This was hurting their cost-per-lead metric, and they identified that the problem was their user experience on the landing pages. Doing a site makeover to improve user experience—including usability tests, A/B testing, and performing user research—is an expensive endeavor with risks involved. The sheer number of hours that web development would require to solve the challenge would not be an efficient solution. The auto group wanted a better solution to resolve this efficiently and provide immediate ROI. That's when they got in touch with us.

OUR PROCESS

We did a site audit to look at the various metrics that affected the user experience. We took several elements into consideration, including page load time, call to action copy, number of form fields, and page design. It was evident that the site had a lot of friction when it came to form submissions with multiple mandatory fields that the user had to fill out in order to convert. And the call to action was slightly misaligned with the main messaging.

To solve this challenge, instead of taking the high-cost, high-effort, high-risk redesign, we took an alternative approach. Instead of advising the auto group to redesign the website, we suggested to run a test campaign using Facebook Lead Ads. This would not require a site overhaul, but would drive more targeted and high-quality conversions, hitting two birds with one stone.

Lead Forms on Facebook are prepopulated with the user's information, making the submission process seamless for the user. This tactic of capturing lead data upfront even before a site visit boosted the auto group's conversion rate. And we recommended the client to make incremental changes to their web presence which is measurable and low risk, rather than an "all or nothing" redesign approach.

To further maximize the performance, we retargeted users who had visited the dealership's website in the past 30 days to convert them into leads. We leveraged Facebook's lookalike audience capabilities to identify and target additional in-market automotive intenders.

We used Facebook's automotive inventory advertising to create hyper-relevant ad experiences bringing in leads that are closer to the purchase stage. The engagement rates drastically increased when the users were shown personalized ads with the exact make, model, and color of the vehicle they were interested in. Driving users to the exact vehicle description page increased the conversion rate. We consistently refreshed the creatives and copy monthly for each manufacturer and tied it in with their promotions during that period.

RESULTS

The dealer group saw an uptick in conversions for all five brands they were selling. Overall, they saw a 36% increase in online conversions. The campaigns were directly integrated into the dealership’s CRM to simplify the lead handover process and deliver leads in real time. This solution remains an integral piece of their digital marketing puzzle.

Chevrolet: 75		<div style="background-color: #0072bc; color: white; padding: 10px; text-align: center;"> <h1>36%</h1> <p>Increase in Conversions</p> </div> <div style="background-color: #0072bc; color: white; padding: 10px; text-align: center;"> <h1>360</h1> <p>Leads in 60 days</p> </div>
Honda: 101		
Kia: 58		
Subaru: 57		
Toyota: 69		
Total: 360		