

CASE STUDY



The Challenge

The car market is extremely competitive and active, with buyers looking to buy new and used cars, exploring online sales, and doing a ton of research. This process leads to a long and oftentimes convoluted buying cycle. It is easy to waste ad spend on the wrong clicks in this type of market. American Car Center set up a PPC campaign, but as a bustling car dealership, they did not have a dedicated person with the skill set to manage it. The campaign was getting clicks, but they were not tracking the site data, so they were uncertain as to whether or not these clicks were meaningful and driving lead inquiries. ACC was not taking advantage of powerful tools such as click-to-call to help customers reach them or call tracking to better measure the impact of the campaign.

Background

American Car Center is the premiere used vehicle dealership in the mid-south. Understanding that good people may run into difficult life events, ACC focuses on giving good people with credit problems an opportunity to drive great, dependable vehicles. For over fifteen years, ACC has helped thousands of people with good jobs get cars, while at the same time giving these people a second chance at rebuilding their credit.

The **Nett** Solution

American Car Center is aggressively expanding, so we set out to scale the campaign to match their growth. We immediately created a game plan, reconfiguring their campaign to mirror their target market and competitive landscape with the goal of increasing lead inquiries on their site and via phone calls. The reconfiguration included adding and adjusting geographic targeting, improving dealership positioning against competition, creating new ad copy and creative, including click-to-call functionality, launching a remarketing campaign to combat the longer buying cycle of a car shopper, utilizing custom bidding strategies, and tightly monitoring the data in Analytics. The immediate results were staggering.

decreased cost-per-click



The **Nett** Results

Comparing the 1st quarter of this year to the same period the year prior:

phone calls increased
1440%

retargeting assisted with **67%** of conversions

1729%
increased goal conversions

1523%
increased conversion rate