

INDUSTRY: Automotive

GOAL: Drive traffic and meet monthly sales quota for new car sales

Auto Dealer REACHES NEW CAR SALES GOAL IN 30 DAYS WITH CTV AND WEBSITE RETARGETING ADS

ALL 28
FORD
EXPEDITIONS
SOLD



70
POST VIEW
WEBSITE
VISITS



592
CLICKS ON
DISPLAY ADS



OVERVIEW:

A local Texas automotive group needed to sell 28 Ford Expeditions within just 30 days. Through a layered strategy, they utilized Strategus Tactics to sell the vehicles while, simultaneously, reaching the general public with their brand messaging.

THE CHALLENGE:

In order to meet the 28-Expeditions-in-30-days goal whilst expanding brand awareness, the advertising strategy needed to include a dynamic multi-channel approach. Because automobiles tend to be a larger purchase decision, it was imperative that the right audience viewed the ads via multiple touch points across a variety of devices.

THE SOLUTION:

To solve the needs of the auto group, Strategus recommended a layered strategy Geo Targeted within 100 miles of the dealership location. This included serving CTV ads on the large screen to auto intenders who were interested in Ford Expeditions, followed by a diverse retargeting strategy to drive frequency of the clients advertising message and conversions. The tactics included:

- **CTV Advertising** to drive brand awareness to in market SUV shoppers within the targeted geography
- **CTV Website Retargeting** for driving a specific audience of prior website visitors back to the website to convert via CTV ads
- **CTV and Display Encore** retargeted users who had previously viewed the client's CTV ad with CTV ads and Display ads across devices
- **Look-Alike Retargeting** to drive brand awareness to an audience similar to prior website visitors



THE SUCCESS:

The campaign was able to achieve the new car sales goal by driving the right audience to the website. Within 30 days, the entire inventory of Ford Expeditions was sold. The client was so pleased with the results, they continue to include OTT/CTV advertising as part of their monthly marketing strategy to drive local brand awareness and sales.

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