

CAR DEALERSHIP CASE STUDY

Facebook Ads Campaign

A car dealership from Birmingham, UK wanted to advertise the vehicles they have in their inventory. Our client asked our Digital Experts to help because they didn't want to hire a marketing team so they outsourced our agency.

Results

We built and ran a Dynamic Facebook Ads campaign for 6 months. This type of campaign pulls out information from the dealership's website, ensuring that everything is up-to-date.

When potential customers click on the ads, they're directed to the vehicle detail page (VDP). We're also able to track which vehicles are generating more conversions. In total, we had 26,728 vehicle page views with this campaign.



£2,400

MONTHLY BUDGET

425,099

FACEBOOK & INSTAGRAM REACH

26,728

VEHICLE PAGE VIEWS

3.78%

AVERAGE CPL