

DEALER.COM

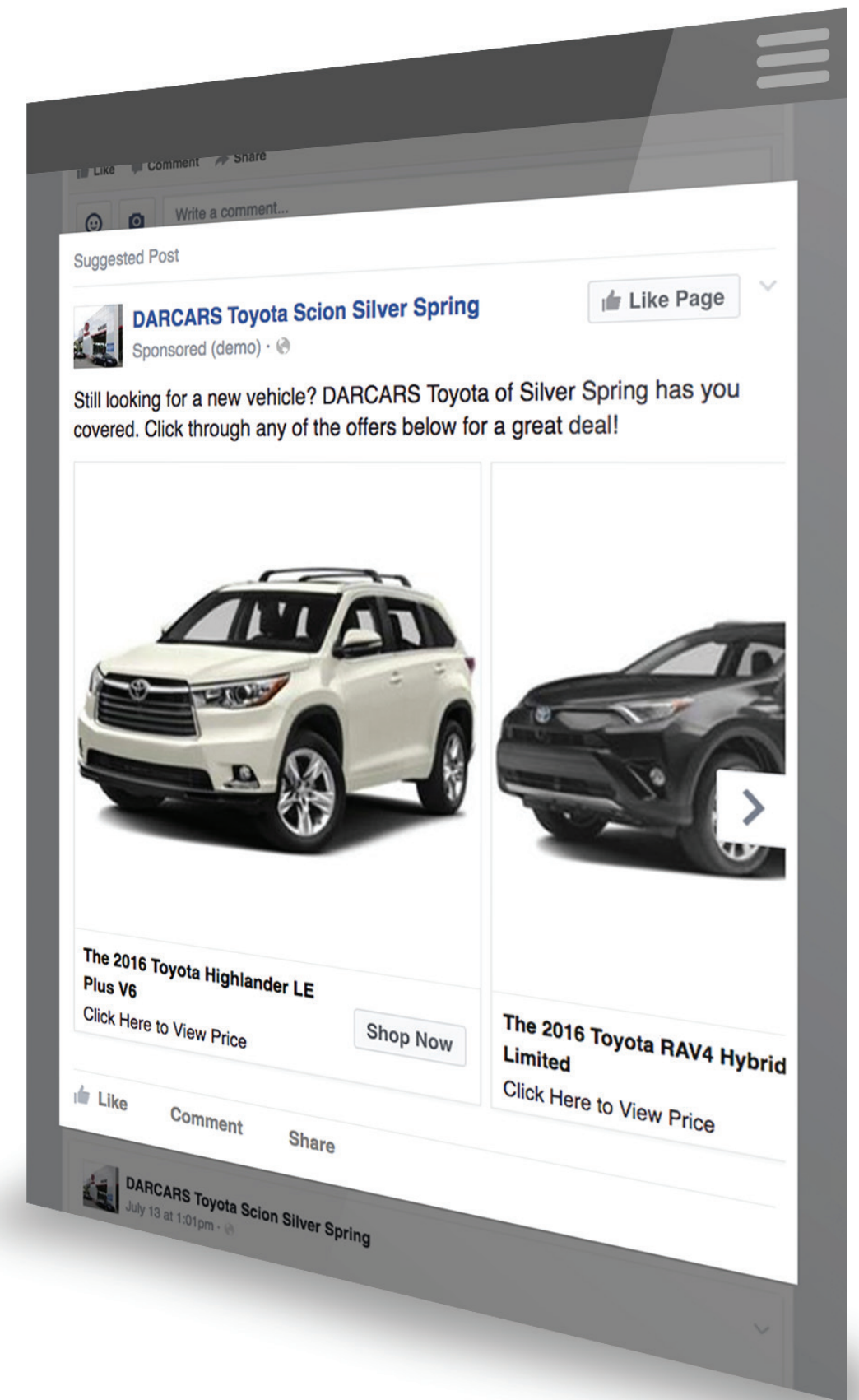
DEALER.COM AND DARCARS AUTOMOTIVE GROUP

How Dealer.com, DARCARS and Facebook partnered to employ Facebook Dynamic Ads to increase and control website traffic.

DEALERSHIP POWERHOUSE LAUNCHES FACEBOOK DYNAMIC ADS

DARCARS Automotive Group is a family-owned dealership that has been selling cars since 1977. Currently, the Group owns 38 dealerships on the East Coast, representing 15 brands.

Dealer.com partners with the DARCARS team to integrate new and innovative digital marketing strategies into its existing advertising platform—the newest being Facebook Dynamic Ads. The following case study shares how Facebook Dynamic Ads addressed each of DARCARS' goals and proved incredibly successful as an accompanying advertising strategy.



CHALLENGE

DARCARS ultimate objective was to increase traffic to their website, and most importantly, to Vehicle Detail Pages (VDPs) for specific inventory. To meet this objective, Dealer.com focused on the following goals:

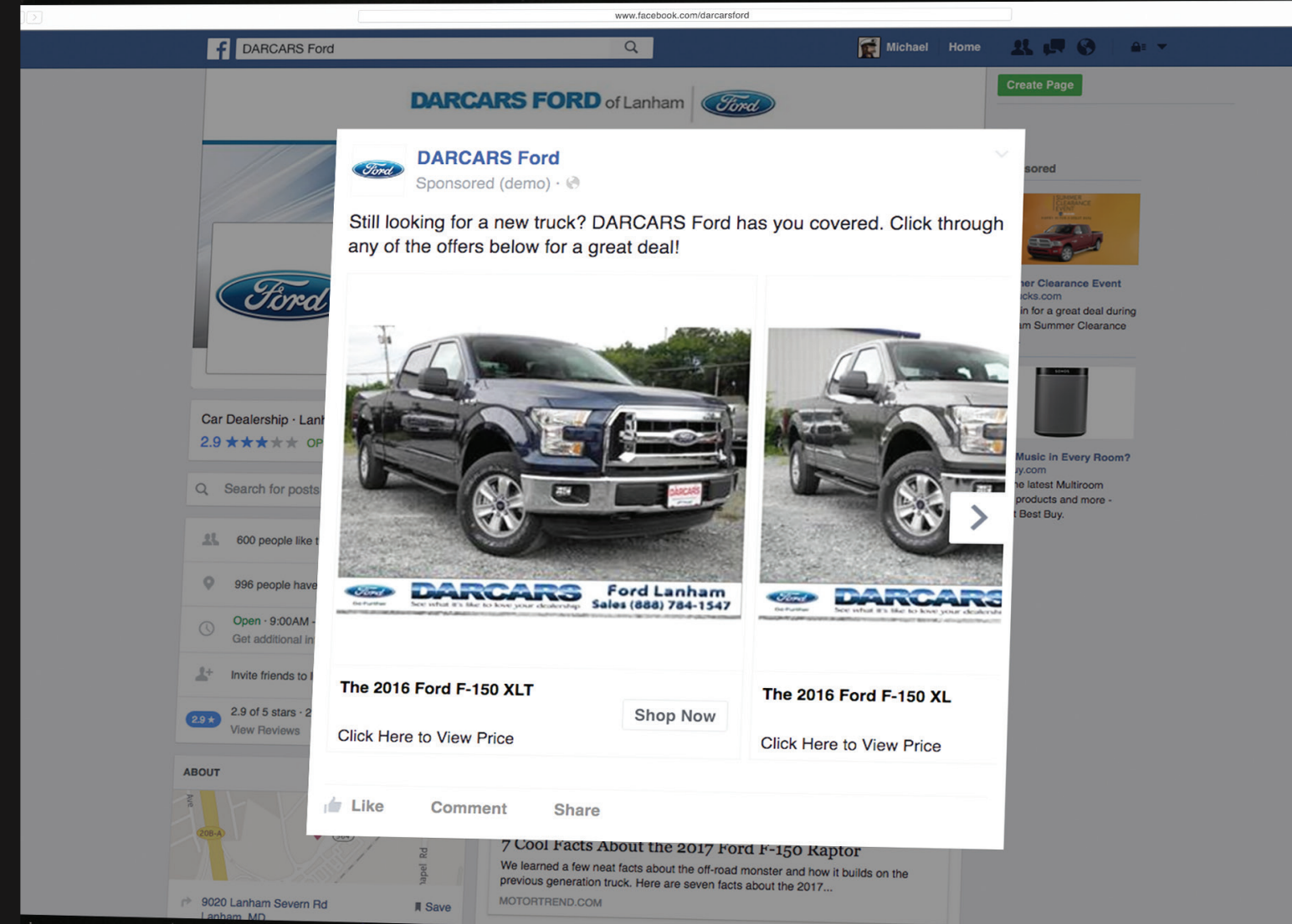
- Increase page views
- Keep cost-per-click (CPC) low
- Maximize ad spend
- Showcase specific in-stock cars
- Reach qualified shoppers
- Control traffic and user



SOLUTION

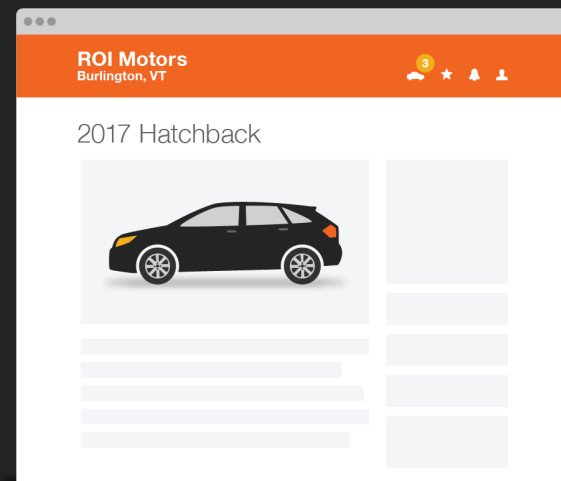
Dealer.com and Facebook provided a new solution to address DARCARS' objective: Facebook Dynamic Ads.

This latest approach reformats dynamic ads to fit into a users' Facebook news-feed. It has all the same features as a regular dynamic ad, including a direct link to specific VDPs. Because this strategy seamlessly retargets customers across all devices, the ads remain consistent and follow the user whenever and wherever they search for content.



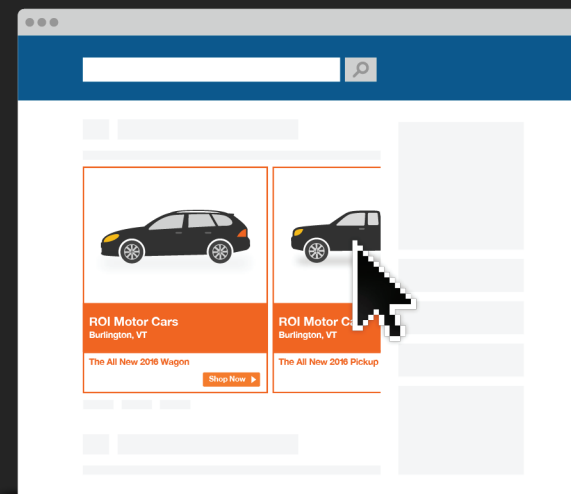
RESULTS

DARCARS 3-MONTH METRICS



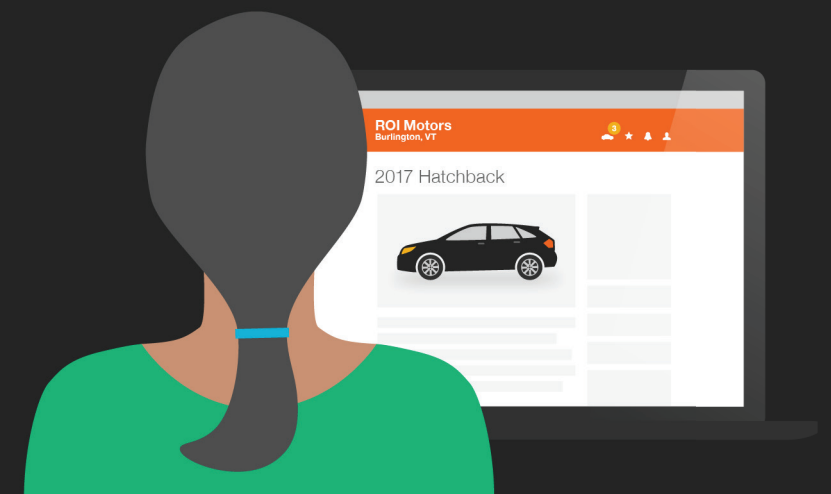
92%

Lower cost per vehicle detail page view.



66%

Lower cost-per-click.



45k+

Vehicle detail page views.

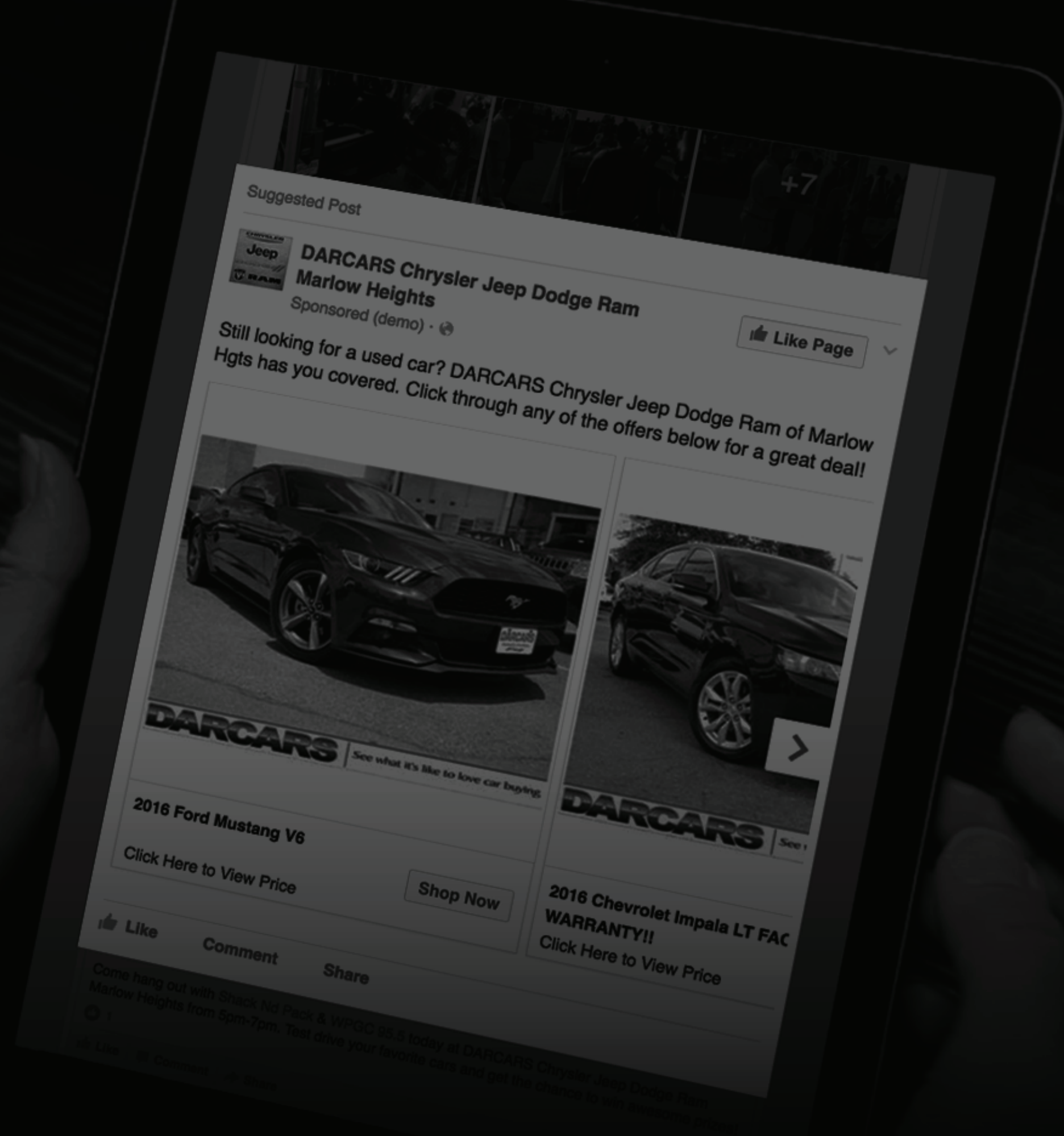
ADDITIONAL BENEFITS

Identify which Facebook Dynamic Ads work best

By employing Facebook Ads, your dealership can explore different types of ads and creative to identify which ads your customers respond to most. This will position your team to build future campaigns based on the variables that performed best.

Discover the rewards of Link and Carousel Ads

Link and Carousel ads provide your dealership the opportunity to engage with your audience through high-quality imagery, compelling content, influential headlines and call-to-action buttons to increase traffic to your website and VDPs.



LEARN MORE ABOUT DIGITAL ADVERTISING.

To learn more about how to incorporate advertising into your complete digital marketing solution, connect with a Dealer.com strategist or visit us at www.dealer.com/advertising.

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