

# The return on Auto Sales & Services campaign



**INDUSTRY**  
Autos & Vehicles

**PRODUCT**  
Sales & Service

**ADVERTISING SOLUTION**  
Device ID

**CAMPAIGN LENGTH**  
Two Month

## Objective

The client's main campaign goal is to increase automotive service appointments and new car sales. For the client's budget of \$8,300 we recommended using Device ID.

## Challenge

Tracking advertising spends to ensure tactics are working and driving a return on investment.

## Solution

We have and continue to serve display ads with our Device ID targeting to custom ZIP codes in relevant neighbourhoods, competitors, and other relevant locations. We use multiple ads to include various brands and service offers.

## Results

The advertiser supplies a monthly sales report for both service appointments and car sales. Over a two-month time period, we matched 192 service appointments and 41 car sales. This is an estimated \$91,600 in revenue for the dealership, an 11x return on their investment.

## Key Findings

Device ID ads not only serve a precise audience, but also provide CRM match back reporting\* to help determine better ROI on the campaign.

\*CRM match-back reporting does incur an additional cost, dependent on the audience size.