

Automotive Dealer Accelerates Web Traffic With ContentAccess

Outcomes:

Days in-flight: 10

Impressions: 194,150

Clicks: 2,432

Average CTR: 1.25%

Average Cost Per Click: \$.47

Benchmarks:

Average CTR for Automotive: 0.20%

Average Cost Per Click for Automotive: \$1.91

Challenge

An automotive dealer sought to drive immediate traffic and engagement through cost-effective display marketing. Traditional advertising methods were proving either too expensive or ineffective in generating the required engagement levels. The dealer needed a strategy that could deliver high volumes of traffic and prompt user interactions without exceeding their marketing budget. The primary challenge was to leverage cost-effective display advertising CPM to meet these objectives, especially in an industry where average click-through rates (CTR) and cost per click (CPC) were less favorable.

Solution

ContentAccess utilized its advanced HTML5 ad units to create visually engaging and dynamic display ads. These ads were designed to capture the attention of potential car buyers and drive immediate traffic to the dealer's website. Leveraging expert DSP targeting, the ads were strategically placed to reach the most relevant audience segments at optimal times, ensuring maximum visibility and engagement.

Performance

Over a 10-day campaign, ContentAccess delivered outstanding results for the automotive dealer with 194,150 impressions and 2,432 clicks, achieving a CTR of 1.25%, a 525% increase over the industry average of 0.20%, and an average CPC of \$0.47, a 75% decrease from the industry average of \$1.91.

Conclusion

ContentAccess successfully leveraged cost-effective display advertising to drive immediate traffic and engagement. The advanced HTML5 ad units, combined with strategic DSP targeting and dynamic page experiences, resulted in a highly effective campaign that outperformed industry benchmarks for CTR and CPC. This case study underscores the potential for advanced display advertising strategies to achieve exceptional results in the automotive sector.

ContentAccess's innovative approach not only delivered high volumes of traffic but also ensured meaningful engagement, setting a new standard for cost-effective digital marketing in the automotive industry. By adopting similar personalized and dynamic advertising strategies, other automotive dealers can achieve comparable success, driving traffic and engagement while optimizing their marketing budgets.