



# Avantage Ford Drives Brand Awareness by Utilizing The D3 Program



**65%**

GROWTH IN  
PAID SEARCH LEADS



**19%**

INCREASE  
IN PHONE LEADS



**2.4x ↑**

WEBSITE  
SESSIONS



**16%**

YoY SALES  
GROWTH

## Overview

Avantage Ford was looking to build brand awareness to amplify the brand as a leader in truck sales. The dealership partnered with D3 to develop an integrated digital marketing plan, utilizing the D3 Website and the D3 Digital Advertising Solution.

## Objectives

- + Build brand awareness and be recognized as a leading truck provider
- + Optimize search performance and online visibility
- + Drive high-quality leads and increase truck sales

## Solution

- + D3 Partnered with Avantage Ford to help develop and implement an actionable marketing plan to achieve the dealers objectives. Our team of digital specialists optimized site performance to improve search visibility and engage online visitors.
- + We employed a digital advertising strategy, which consisted of display ads and managed paid search. This targeted qualified audiences to increase awareness and drive high-quality leads.

## Integrated Solution Tactics

- + Personalized dealer website to promote goals and optimize the end-user experience
- + Developed a strong content and bid strategy to drive paid search efficiencies
- + Implemented custom website landing pages for F-150, Focus and Escape vehicles
- + Personalized ad copy to promote dealer truck inventory
- + Utilized click-to-call buttons on paid search ads to increase phone leads

## Campaign Results (April - November 2016)<sup>1</sup>

- + Paid search leads grew by 65 %
- + Phone leads increased by 19 %
- + Page visits were up by 56 %
- + 2.4x growth in unique website sessions

## YTD Results (Jan-Oct. 2015 vs. Jan-Oct. 2016)<sup>2</sup>

- + Overall sales increased by 16 %

<sup>1</sup>Blueprint analytics for Avantage Ford, April- November 2016

<sup>2</sup>Retail Commercial Sales Ford Canada, October 2015-2016