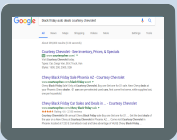


# Courtesy Chevrolet Drives Holiday Sales with Paid Search and Video Strategy



**26%**

CTR ON  
PRE-ROLL CAMPAIGNS



**1.9**

AVERAGE AD  
SEARCH POSITION



**27%**

AVERAGE DAILY  
WEBSITE VISITS



**5x +**

VEHICLES SOLD  
ON BLACK FRIDAY

## Overview

Courtesy Chevrolet was looking to increase website traffic and vehicle sales during their Black Friday sales event. The dealer group partnered with Search Optics to develop a paid search and pre-roll video strategy to promote the event and drive quality leads leading up to Black Friday.

## Objectives

- + Advertise Black Friday incentives
- + Target in-market shoppers
- + Increase website visits and shopping actions
- + Grow overall traffic during sales period
- + Drive new and used vehicle sales

## Solution

A robust digital advertising campaign, consisting of strategic Paid Search and targeted pre-roll video ads, ran during the four weeks leading up to Black Friday. An integrated campaign focused on leveraging these digital solutions to promote the Black Friday sales incentive, *buy a new or used vehicle and get a pre-owned vehicle for \$1*.

- + Targeted high-intent keywords to create bidding efficiencies through paid search
- + Developed strong messaging, including mobile ad copy, to promote sales incentives
- + Ran personalized Black Friday Sales Event pre-roll videos on all platforms
- + Video ads were served across a network of over 80,000 top-performing websites

## Results (November 2016)<sup>1</sup>

- + Achieved a 26 % click-through-rate (CTR) on pre-roll campaigns
- + CTR on Paid Search campaigns was 4.5x higher than the industry average<sup>2</sup>
- + Maintained top search rankings with an average ad position of 1.9
- + Monthly website visits increased by 9 % month-over-month
- + Average daily website visits increased by 27 % during the week of Black Friday
- + Sold 83 vehicles on Black Friday, 5x more than on an average day for the dealer

<sup>1</sup>UPTRACS Analytics for Courtesy Chevrolet Oct.- Nov. 2016

<sup>2</sup>Google Adwords Industry Benchmarks, Wordstream Nov. 2016