

North American OEM drives high-quality leads with digital marketing partner, Search Optics.



76%

MORE PAGE VIEWS
FROM ADVERTISING



50%

INCREASE
TIER III LEADS



25%

LOWER
COST-PER-LEAD
THAN GOAL



50+

LEADS PER DEALER
PER MONTH

Overview

North American OEM was looking to partner with a digital marketing company to increase brand awareness and drive Tier III leads to the individual dealerships. The group partnered with Search Optics to provide one of the top-performing dealer advertising programs in North America.¹

Dealer Group Objectives

- + Increase the number of high-quality, low funnel intender leads to dealers
- + Improve Cost-Per-Lead (CPL) over industry average of \$30-\$40
- + Measure and manage performance for all dealers partners
- + Drive greater co-op utilisation by the dealer network

Solution

Search Optics developed a co-op eligible program to meet these objectives while providing a tailored solution for each participating dealer. A highly certified team of designated Client Managers, with a strong understanding of the market and brand, enabled Search Optics to deliver a class-leading digital strategy and solution to over 130 dealers within the North American OEM group.

Paid Search & Display/Video Advertising Tactics

- + Bid on high-intent keywords and avoid competing with Tier I campaigns
- + Secure prime, top-of-page ad positioning
- + Develop strong call to action to optimise ads
- + Personalise ads to support dealer unique selling propositions
- + Receive management from industry experts with a strong knowledge of auto retailing
- + Monitor and optimise results through monthly reviews with dealer clients

Q3 Results (July-September 2016)^{1,2,3}

- + Generated an average of over 50 leads per dealer, per month
- + Improved CPL to \$22.18, 37% lower than industry average
- + Page position improved to an average of 1.5, 29% better than competitors
- + Higher Click-Through-Rate of 9.76%, 286% better competitors
- + Improved Cost-Per-Click to \$1.65, 24% lower than competitors
- + 32% co-op utilisation (Sept YTD)

¹ Google Canada, Brand Keyword Results for all TIII spend in (Q3 2016);

² Search Optics Client Metrics (Sept 2016); ³ Dealer Group Presentation (Oct 2016)