

Patriot McAlester Sold **46 New Cars** & Quadrupled Traffic During The Pandemic, All In 90 Days!



30 Days

Results Measured from 7/1/20 to 7/31/20



76,416

Shoppers Reached



3,458 LPV

Landing Page Views. \$0.98 Cost Per View



223 Leads

On-Facebook Leads + Leads Tracked On-Site at \$15.25 CPL



6.45%

View to Lead Conversion



46 Sales

Matched to viewing or clicking a Facebook Ad

The Problem

INCREASE TRAFFIC AND NEW CAR SALES

In order to accomplish the sales goal, the dealership needed to **quadruple traffic**.

The Strategy

DYNAMIC PRODUCT + VIN PIXEL TRACKING

We made the car the star and drove ready-buyers to their brand.



Dynamic Product Ads (DPA) Placed new and used vehicle inventory in front of consumers in their PMA.



Vin-specific Pixel Tracking and Targeting

Tracked vin-level consumer shopping to place specific inventory in front of the right customers at the right time.



Dynamic Lead Ads Served user specific retargeting offers to gain leads directly from Facebook and set up a conversation to speak directly with a sales representative.



Click to Marketplace Ads "C2MP"

Placed **paid ads** behind marketplace postings for **new and used vehicles** in conjunction with the dealership's website and Facebook ads **resulting in high-converting two-way sales conversations** via Facebook Messenger and SMS.

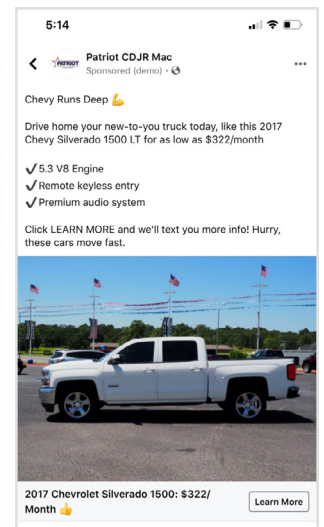
The Results

46 NEW CAR SALES IN JULY 2020

\$141 with a **\$6,500**
cost per sale investment



"We sell 30+ cars per month on Facebook consistently. If you're a dealer looking to level up your Facebook game, hire ADS. They'll get you paid." - **Seth Knighton | COO**



Do You Want To Sell 25-30 Cars with Facebook Ads?

SCHEDULE A DEMO TODAY

Visit sellcarsonfacebook.com to schedule a demo | 877.355.6245 | 2816 NW 32nd St., Newcastle, OK 73065