

See How Automax Hyundai Del City Sold **90 Cars in 90 Days** While Decreasing Their Ad Spend by 35%



90 Days
Results Measured from 5/1/20 to 7/31/20



262,080
Shoppers Reached



11,552 LPV
Landing Page Views. \$1.45 Cost Per View



1,191 Leads
On-Facebook Leads + Leads Tracked On-Site at \$14.02 CPL



10.31%
View to Lead Conversion



90 Sales
Matched to viewing or clicking a Facebook Ad

The Problem

DECREASE AD SPEND AND INCREASE TRAFFIC

Automax wanted to move away from third party providers but maintain traffic, leads, and sales.

The Strategy

DYNAMIC PRODUCT + VIN PIXEL TRACKING

Dynamic Product Ads **Dynamic Lead Ads** **Click to Marketplace Ads**

- Cut \$18,000 in third party advertising spend
- Implemented VIN-Specific Digital Facebook Marketing Campaigns
- Made the car the star and drove ready-buyers to their brand.

The Results

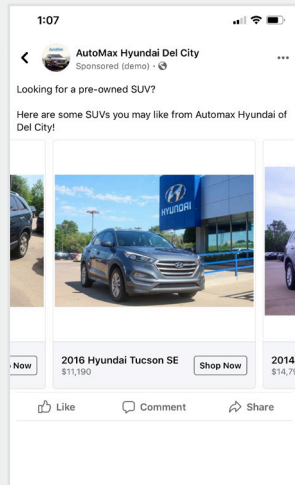
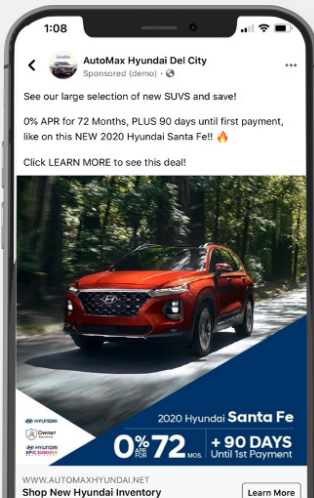
90 CARS in **90 DAYS** DURING THE GLOBAL PANDEMIC

\$283 cost per sale - **\$8,500** investment/mo

BEFORE 700 leads/month | **AFTER** 1,100 leads/month **40% MORE LEADS**

55 CARS SOLD IN JUNE 2020 ALONE!

“We’ve used ADS for years, and they flat out produce results. We consistently sell 30 cars per month from our Facebook Ads strategy.” - Bill Altstatt | GM



Do you want to sell 30+ more 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