

# Jim Glover Set Records and Sold **69 Cars** in July 2020 During the Global Pandemic



**30 Days**

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



**107,716**

Shoppers Reached



**7,972 LPV**

Landing Page Views. \$0.62 Cost Per View



**484 Leads**

On-Facebook Leads + Leads Tracked On-Site at \$10.19 CPL



**6.07%**

View to Lead Conversion



**69 Sales**

Matched to viewing or clicking a Facebook Ad

## The Problem

INCREASE TRAFFIC AND NEW CAR SALES

New car inventory was low due to the global pandemic

## The Strategy

DYNAMIC PRODUCT + VIN PIXEL TRACKING

We pivoted to the market demands without investing more money by focusing a large percentage of ad spend on used vehicles.



### 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"

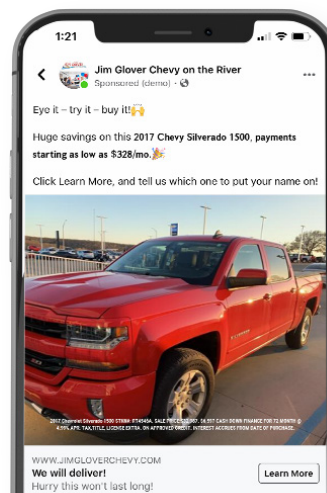
Placed **paid ads** behind marketplace postings for **new and used vehicles** in conjunction with the dealership's website and Facebook ads **resulting in high-converting two-way sales conversations** via Facebook Messenger and SMS.

## The Results

69 NEW CAR SALES IN JULY 2020

**\$101** with a **\$7,000**  
cost per sale investment

*“ Our leads have absolutely increased, and our engagement has increased. We’ve had a lot more meaningful conversations with customers on a more consistent basis which has led to an increase in sales.”*  
- Jared Glover | VP, Glover Automotive Group



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

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