

Patriot CDJR McAlester Sold 67 Cars in January 2021 From Online Leads



30 Days

Results Measured
from 1/1/21 to
1/31/21



85,563

Shoppers
Reached



1,433 LPV

Landing Page
Views.



361 Leads

On-Facebook Leads
+ Leads Tracked On-
Site at \$12.99 CPL



25.91%

View to Lead
Conversion



67 Sales

Matched to
viewing or clicking a
Facebook Ad

The Goal: Sell More Cars to Kickstart the New Year

WITH AUTOMOTIVE INVENTORY ADS

The Strategy

DYNAMIC PRODUCT + VIN PIXEL TRACKING



Dynamic Product Ads (DPA)

Retargeting ads that spotlight what customers are looking for.



Dynamic Lead Ads

Personalizes a shopper's experience on Facebook and generates a lead form to fill out.



On-Facebook Destination Automotive Inventory Ads

VIN-Specific Digital Facebook Marketing Campaigns on Facebook Marketplace and Messenger.

“It delivers big results, and ADS cares about the results that you get. You can get a hold of leadership, make changes to your digital marketing that is quick and effective, and get that personable relationship-style service. Since we've started using this system with ADS, our leads have dramatically gone up, month over month, and at times we've decided to scale down and focus on quality. With ADS our traffic has increased exponentially!” - Seth Knighton | COO

The Results

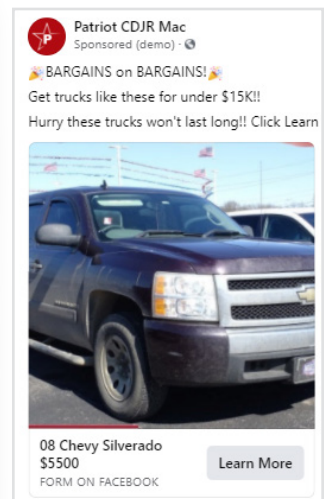
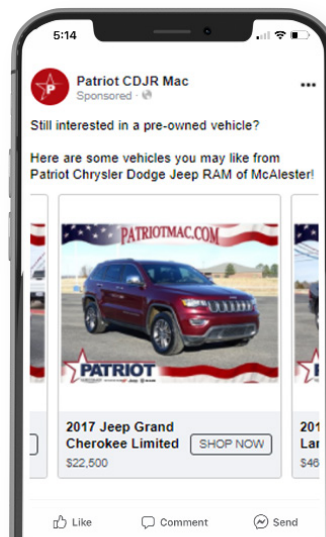
67 CARS

in

31 DAYS

\$4,687.83 TOTAL INVESTMENT

COST PER SALE \$70



Do you want to sell 30+ more cars with
Facebook Inventory Ads?

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