

45 Store Visits & Increased Site Traffic in One Month With Google Vehicle Ads for Hyundai Dealership

The Results

45 Store Visits
 22,600 Used Car VDP Views
 9,611 Ad Clicks
 875,640 Impressions

KEY TAKEAWAYS

Vehicle Ads are a cost-effective way for dealerships to capture search engine attention, drive prospects to their website, and keep prospective buyers interested in their inventory instead of other dealerships'.



The Situation

A Hyundai dealership was struggling to showcase their new and used car inventory in front of prospective buyers. Additionally, their used car inventory stalled, prompting them to seek out a new digital strategy that would accelerate sales.

The Solution

A Conversion Logix advisor met with the dealership to review their search engine presence and devise a plan for increasing the visibility of the client's inventory. As a Google Premier Partner, our team was given early Beta access to Vehicle Ads in the Google Ads platform. Our team launched these new ads, giving this dealership a competitive advantage in Google's search engine. These Vehicle Ads proved to be a cost-effective and scalable way to increase interest in specific models of used and new vehicles.

The Strategy

Adding Vehicle Ads provides dealers with an increase in search engine visibility, website traffic, and store visits due to a few unique features.

- Vehicle Ads present searchers with imagery and product details of the exact vehicle they are looking for right at the top of the search engine.
- Unlike vehicle listing sites like Auto Trader, Vehicle Ads drive consumers directly to your website's vehicle detail pages. **This means car shoppers are only seeing your inventory instead of being served your listing amidst competition** from other dealerships.
- When we analyzed the conversion data associated with Vehicle Ads, we found that car shoppers not only looked at the vehicle they were searching for but also viewed the dealership's in-stock inventory. **The used car ads drove 22,600 vehicle detail page views from only 4,567 ad clicks which is approximately five page views per click.**

Results Breakdown

Campaign Metrics	Used Car Ad Results	New Car Ad Results
Impressions	434,037	441,603
Clicks	4,567	5,044
Store Visits	9	36
CPC	\$0.20	\$0.35

*These campaign results were based on one month of data.