



Digital Marketing Case Studies - Automotive

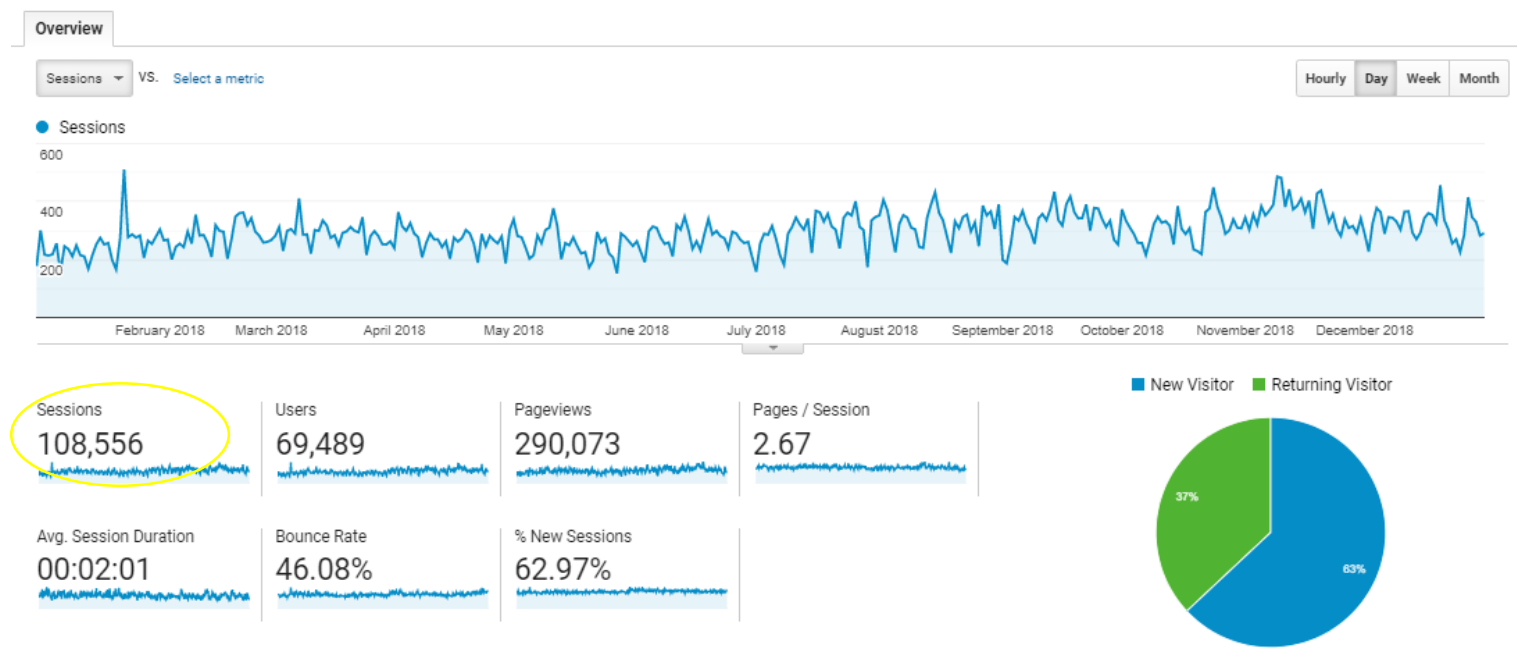
EVALUATING YOUR INVESTMENT WITH STAR METROLAND MEDIA

Case Study Evaluation: Auto Dealer

Business Goals

- Building brand awareness
- Promote New car offers
- Promote Service specials
- Email/ Lead Acquisition

Website data – pre campaign

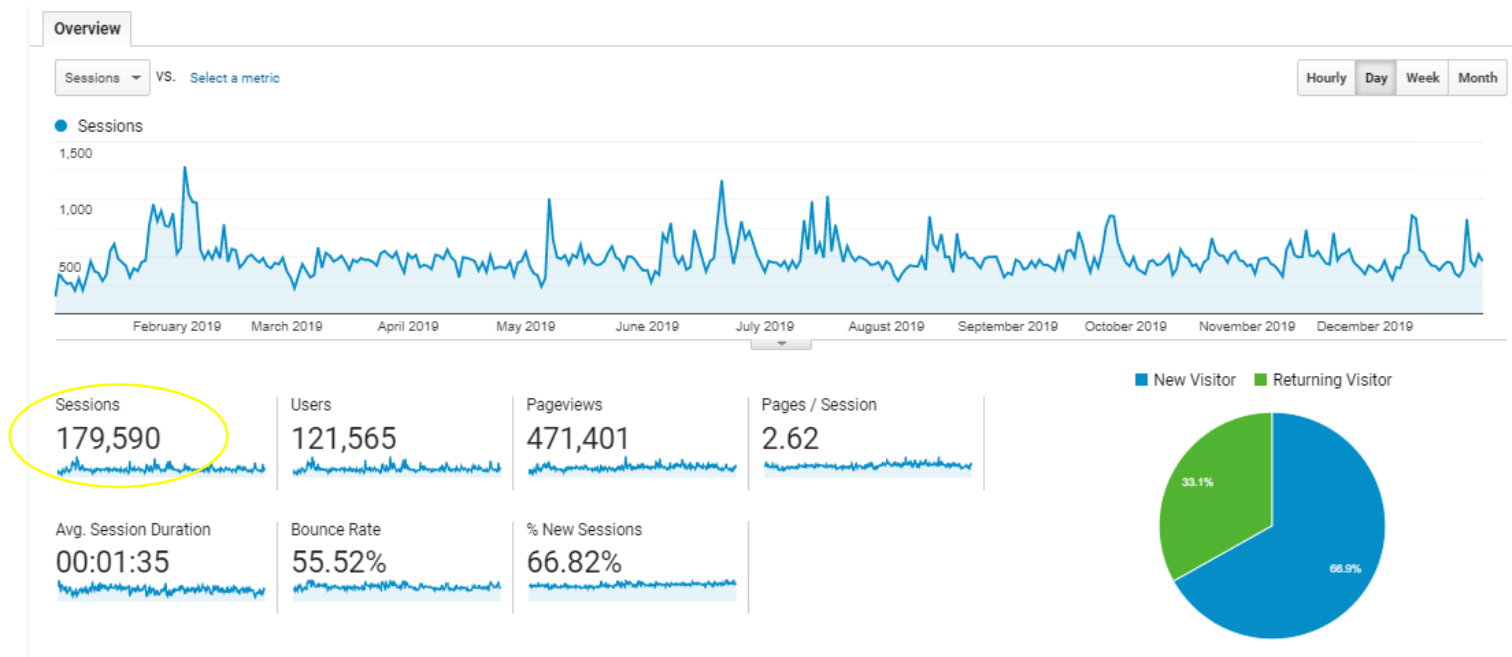


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Campaign Tactics & Stats

Tactic	Impressions	Ad Engagements	Click Through Rate (CTR)	Average CTR
Display	2,437,967	7,473	.31%	.12%
Social	1,316,089	11,018	.84%	1%
Google	179,865	1,918	1.07%	2%

Campaign Results

- 75% increase in website visitors
- 72% increase in visits to “new/ used car” page
- 326% increase in traffic to the “Service specials” page
- 74 email leads generated over two months