



- Conversions
- Impressions
- Clicks

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 Fairhope, AL

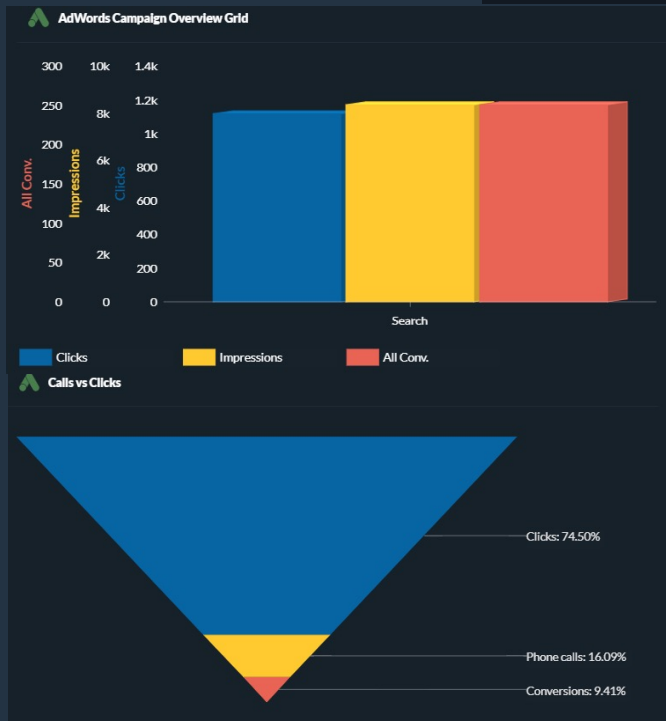


Client there was a need to move more new car sales using their digital coop.

# 2 KPI's

After meeting with the client, the success of the campaign was narrowed down to Call from Ads and Click to Call from the two campaigns.

## Performance-AdWords

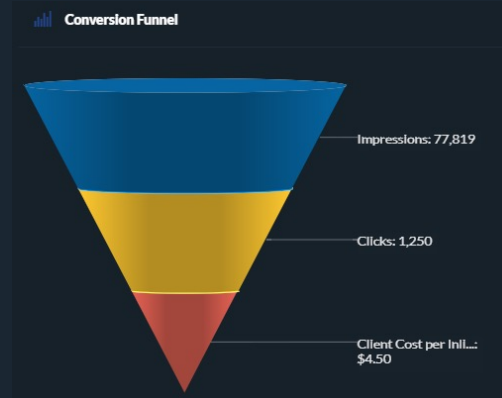


## Campaign Overview

ForceTrak was a solution developed by CTR Response to utilize proprietary rule engine software to deliver Dynamic Inventory Ads across multiple channels.

Our approach was simple, utilizing the dealership's inventory management system, we were able to serve dynamic ads. This allowed the consumer to constantly see updated inventory.

## Performance-Social



## KPI's

- Call from Ad
- Click to Call



## Strategies

- Search**  
**7Ad Groups**  
 Targeting each one of their defined markets. Using responsive search and call ads.
- Display**  
**Smart Display**  
 Running smart display alongside the search campaign.

## Conversions

Conversion Action Name	All Conv.
Calls from ads	107.00
Clicks to call	33.00
Local actions - Directions	19.00
Local actions - Other engagements	5.00
Local actions - Website visits	50.00
Test Drive	37.00