



650

Leads Generated

452,576

Total Ad Reach

646,553

Impressions served

14,661

Clicks delivered

£26

Cost per Lead

Suzuki Dealership in London

ABOUT

Based in London, our client is a new Suzuki Dealership who opened during the pandemic. The client understood the importance of digital and needed awareness and good quality new car leads.

CHALLENGES

The client understood the importance now of digital when trying to reach in market and passive car buyers. As the dealership was new they needed awareness but at the same time good quality leads coming in.

SOLUTION BREAKDOWN

The client opted for our multi strategy approach of Search Engine Marketing and Social Advertising.

- Google AdWords*
- Microsoft Ads (Bing)*
- Facebook Lead Ads*
- Instagram Ads*
- Client centre

*Data from 1st March - 31st October 2021

RESULTS

This campaign reached over 450,000 people, giving the dealer excellent brand exposure. The campaign also delivered over 14,000 clicks to their site and over 600 leads so far this year.

The client had access to our award winning reporting platform and was able to see and hear the quality of the leads coming in.

