



203

Average monthly leads

2,536

Average monthly ad views

381,032

Total impressions served

840

Total clicks delivered

£2.71

Cost per Lead

Used car dealer in Bradford

ABOUT

Based in Denholme, Bradford, the dealer offers great value used vehicles, specialising in 4X4s, MPVs and motorhomes. They have been providing top quality service to customers looking for great deals on used vehicles since 1986.

CHALLENGES

The client was looking for an expert digital marketing package that would increase their brand awareness both locally and nationally and increase leads to their business. They know the importance of having an online presence and using their website as their digital forecourt, reaching both active and passive buyers.

SOLUTION BREAKDOWN

The client opted for the Extra 2 solution with the following features:

- Enhanced digital display campaign
- Enhanced Facebook campaign
- Up to 80 cars listed
- 1 x 16x4 weekly print ad
- Dealer profile page
- Premium business listing
- Client centre

RESULTS

This campaign delivered over 380,000 impressions giving the dealer excellent brand exposure.

The campaign also delivered over 800 clicks to their site and over 200 leads per month.

