



**69**

Average monthly leads

**2,261**

Average monthly ad views

**252,526**

Total impressions served

**1,021**

Total clicks delivered

**£7.93**

Cost per Lead

## Used car dealer in Hampshire

### ABOUT

Based in Hampshire, the dealer has a huge range of excellent low mileage vehicles, able to meet any requirements or budgets. From Fiat to Ford, a huge variety is available, with each vehicle thoroughly prepared and HPI checked. All cars also come with comprehensive parts and labour warranty.

### 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 250,000 impressions giving the dealer excellent brand exposure.

The campaign also delivered over 1,000 clicks to their site and over 60 leads per month.

