

**106**

Average monthly leads

668

Average monthly ad views

334,869

Total impressions served

909

Total clicks delivered

£5.66

Cost per Lead

Used car dealer in Paisley

ABOUT

Based in Paisley, West Scotland, they specialise in used car sales and delivering great value for their customers. They have an eye for quality and with a knowledge of the motor industry that's second to none, they know how to find the very best deals on high-quality, pre-owned vehicles.

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

Plus dedicated dealer website.

RESULTS

This campaign delivered over 330,000 impressions giving the dealer excellent brand exposure.

The campaign also delivered over 900 clicks to their site and over 100 leads per month.

