

Local, Used, Automotive

Case Study – Auto – U.S.



Objective

- Promote sales events



Targeting

- Auto intenders
- 10 mile radius around dealership locations



AdMessage

- *During the "Drive and Discover Event" drive a 2016 Ram 1500, Dodge Challenger or Jeep Cherokee for \$7,990. Tap here for details.*
- *During the "Off the Wall Sales Event" find your vehicle, pull the invoice off the wall and make your best deal. Tap here to view our inventory.*



Tap Action

- Tap to site



Results

- 2.04% Tap Rate (compared to Auto average Tap Rate of 1.12%)
- Advertiser is very happy with results and regularly renews for new sales events and at multiple locations

