

# AutoCenters Herculanum Partnership Drives Results With Social Advertising

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## FULL FUNNEL APPROACH

"Facebook is one of my top advertising sources in terms of gross profit and return on ad investment and overall vehicles sold every single month.

What I really appreciate about Dealers United is that they are not cookie cutter, and we're able to apply this full funnel approach to our dealership."

**TRAVIS SCHEAFFER**  
Director of E-Commerce

- SEPT 2021 - JAN 2022 -



**846**

Leads From Facebook



**\$22.69**

Cost Per Lead



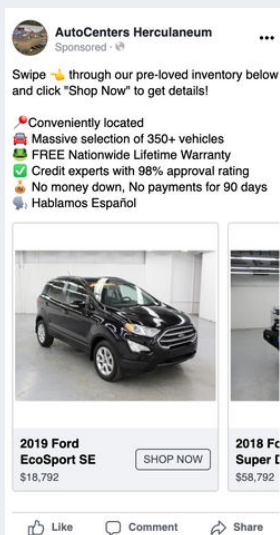
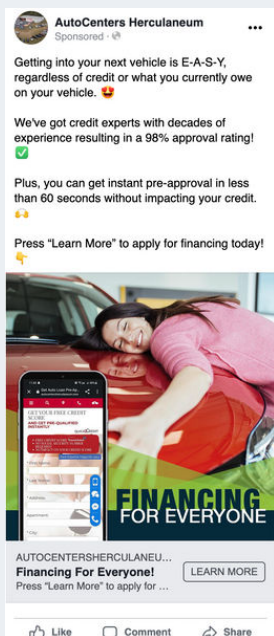
**188**

Unit Sales Matched



**\$102.08**

Cost Per Unit Sold



## IT'S A PARTNERSHIP

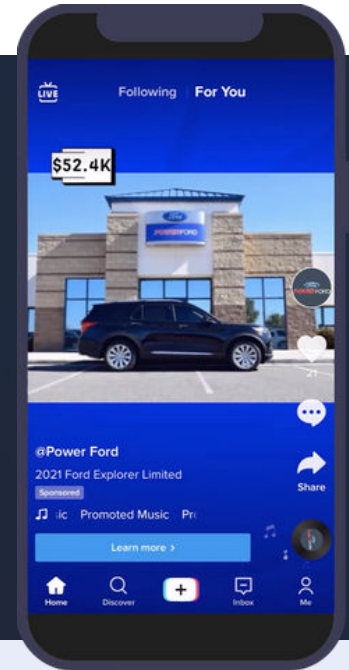
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"We have high level discussions, sometimes weekly, and it's like a partnership.

I feel as though Cody and Shea are extensions of my AutoCenters Team. They work hand in hand with me and are constantly bringing recommendations.

These are people that have worked in automotive marketing for several years, so they speak the language, they understand what they're talking about, and again, they're able to collaborate with me."

We use social advertising  
to solve dealerships'  
business challenges.



### Reach Your Audience On Social Media

Today the average user has **8** social media accounts and spends 2.5 hrs on social per day. Reach them where they are spending time!



### Move Shoppers Through The Buyer Journey

Between branding campaigns, inventory ads, and service ads, our full-funnel social strategies bring shoppers in—and keep them coming back.



### Track Every Dollar Spent To The Unit Sale

Make data-driven business decisions based on more than just reach or leads: use our real-time platform to track your ROI down to the unit sale!

## ABOUT US

Using top social media platforms like Snapchat, TikTok, Pinterest, Instagram, and Facebook, Dealers United is helping automotive dealers nationwide solve real business challenges and take control of their inventory, leads, and audience.



## "THIS GROUP KNOWS WHAT THEY'RE DOING!"

*"Have been at Dealers United since fall 2019. We've seen incredible improvements in web traffic and ultimately car sales. The whole DU team is amazing starting with our account rep all the way up to the CEO, Pete Petersen. This group knows what they're doing! Social media advertising is the way to go and these are the guys to do it!"*

### BOBBY SIGHT

Director of Operations, Rob Sight Ford