

How Facebook Became A Top Lead Source for Nelson Auto Center

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Dealers United has proven to be an excellent partner in regards to our social media presence.



SCOTT TIETZ
Marketing/Sales Manager

- DECEMBER 2021 - FEBRUARY 2022 -



979

Leads From Facebook



\$19.92

Cost Per Lead



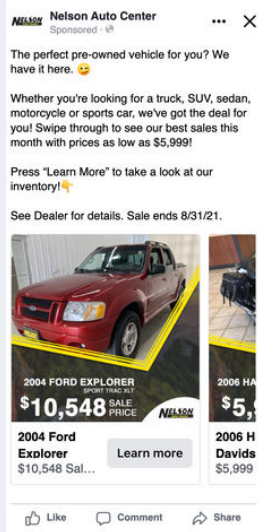
153

Unit Sales Matched



\$127.45

Cost Per Unit Sold



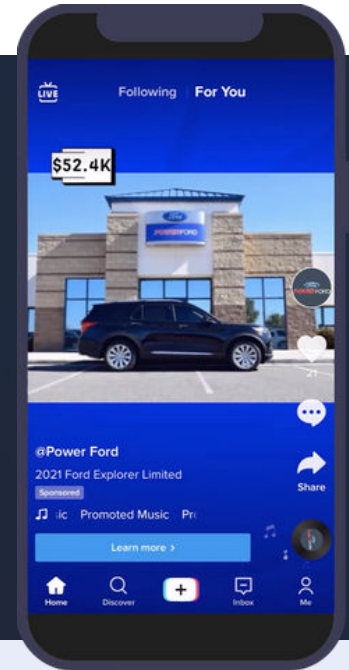
TOP LEAD SOURCE

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Consistently making Facebook one of our top lead source providers with excellent match back numbers to our sold units.

Our Dealers United team has provided us with insightful feedback on what has been working and what direction they recommend going forward based on our goals and their knowledge of the markets.

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