

South County DCJR Maximizes Opportunities With Omnichannel Strategy

Partnership Helps Dealership Flourish With Social Advertising Across Multiple Platforms



– TOTAL PERFORMANCE IN Q2 2022 –



823

Leads From Social Ads



\$28.93

Cost Per Lead



153

Unit Sales Matched

DRIVING MEASURABLE RESULTS



Mike Chorba

Sales & Finance Manager



The reports don't lie. There is nowhere for the numbers to hide when you break it all down.

It works! We are targeting quality customers and in market shoppers, and that is what we are getting.

We are saving thousands every month over previous providers and seeing 8 to 10 times the results with Dealers United."



FACEBOOK & INSTAGRAM RESULTS



- 80% of recent vehicle buyers visited a Facebook property.
- 31% of 18–34-year-olds in the US who use social media to decide what product to buy say that ads in their Instagram or Facebook feeds help them make a decision.



577

Leads From Facebook



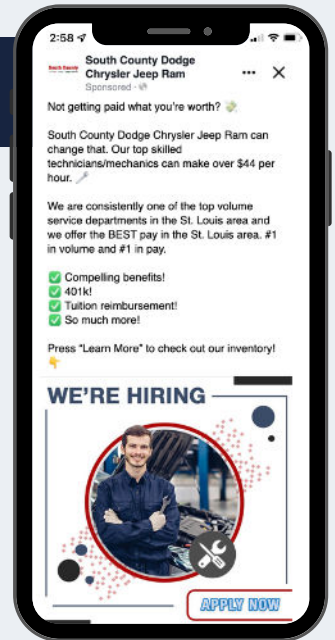
\$26.00

Cost Per Lead



\$7.42

CPM



PINTEREST RESULTS

- Reach 52% of US adult internet users with a HH income of \$100k+ and 84% of Moms with a HH income of \$100k+.
- 47% of active users on Pinterest are 18+ and are in-market to purchase within the next 6 months.



184

Leads From Pinterest



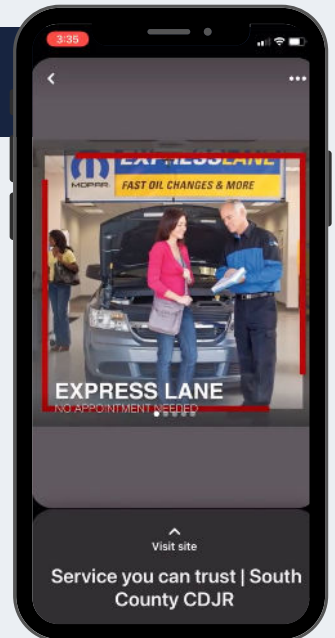
\$31.21

Cost Per Lead



\$5.90

CPM



SNAPCHAT RESULTS

- Snapchat isn't just for the younger generations! 82% of Snapchat's audience is over 18YO and 51% are over 25YO.
- On any given day, 40% of Snapchat users aren't using Instagram, and 47% aren't on Facebook!



61

Leads From Snapchat



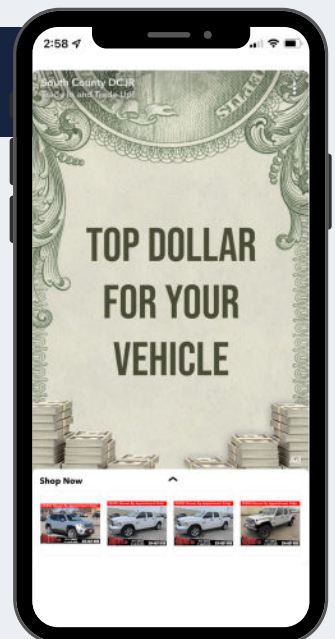
\$48.91

Cost Per Lead

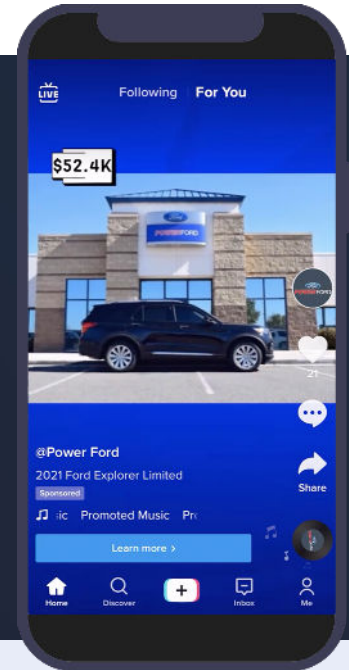


\$9.09

CPM



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

