



# ***PROVEN SOCIAL ADS***

Our Latest Dealer Case Study For  
Social Media Advertising.

dealers  united

powered by **buyerbridge**





# How Steele Chevrolet Leveraged Meta Ads To Reach and Convert Highly Qualified Leads

- 60 DAY SNAPSHOT -



**602**

Leads From  
Meta Ads



**\$15.76**

Cost Per Lead



**90**

Unit Sales  
Matched



**\$105.38**

Cost Per Unit  
Sold



**14.95%**

Lead-to-Sale  
Conversion Rate

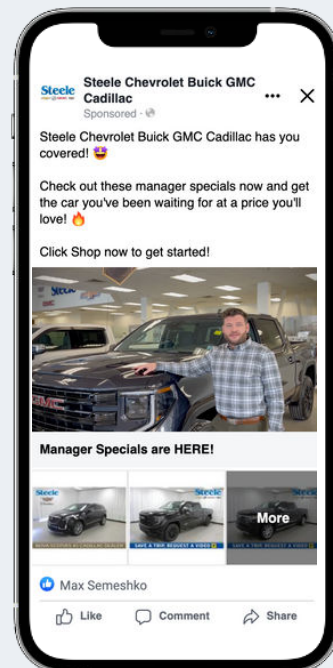
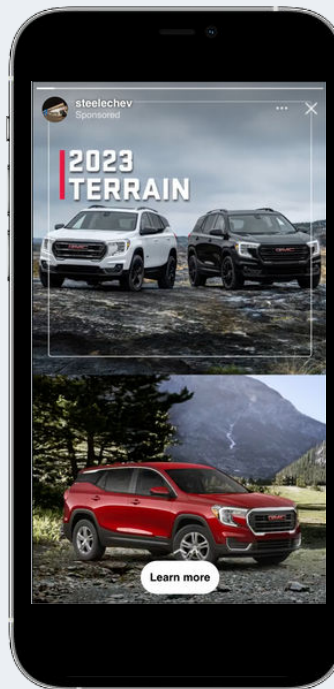
## “ LONG TERM PARTNERSHIP

At Steele Chevrolet we are striving to be Best in Market and #1 Volume Used Dealer in Atlantic Canada.

Dealers United has been a great long term partner working towards our continued success!"



**COLIN JAMIESON**  
General Manager



All cost metrics shown in Canadian dollars.





# LONG TERM PARTNERSHIP SUCCESS: FULL FUNNEL ANNUAL RESULTS 2022

With every swipe of the thumb, dealers have the opportunity to get their brand on valuable visual real estate. But, what separates an average performing campaign strategy from the best converting campaign strategy is focusing on the entire car buyer journey, from start to finish...which is KEY to turning prospects into customers and customers into loyal customers for life.

## 1. AWARENESS



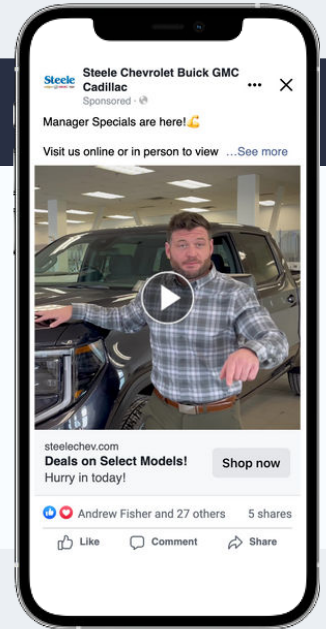
**522,807**  
Reach



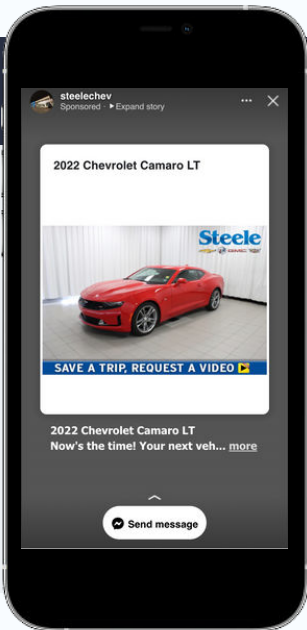
**10,629,615**  
Impressions



**\$5.35**  
CPM



## 2. CONSIDERATION



**254,613**  
Clicks



**\$0.23**  
Average CPC



**49,753**  
Landing Page  
Views



**\$1.25**  
CPLPV

## 3. CONVERSION



**3,811**  
Leads



**\$14.78**  
Cost Per Lead



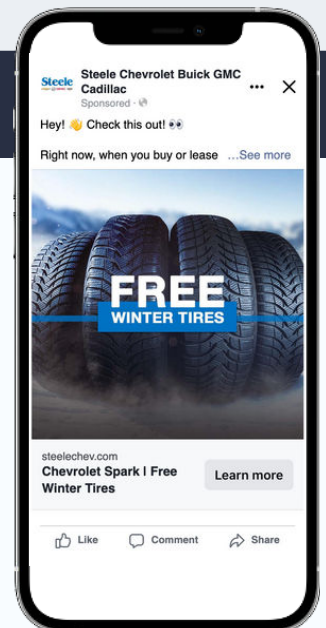
**468**  
Unit Sales  
Matched



**12.28%**  
Lead-to-Sale  
Conversion Rate

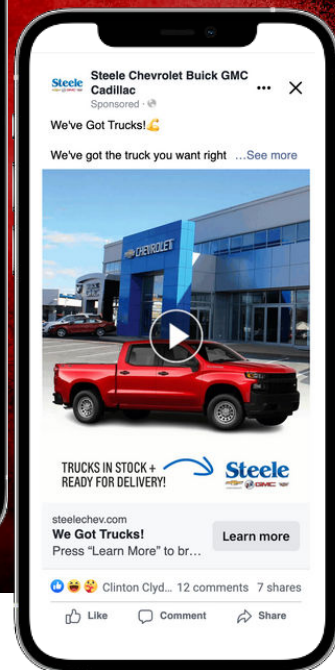
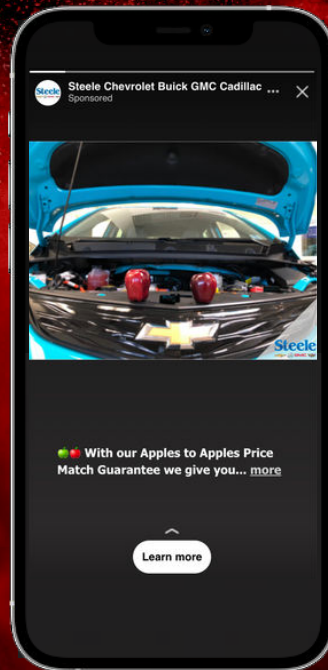


**\$121.54**  
Cost Per Unit  
Sold



# DOMINATE SOCIAL ADS

Leading social ads agency and platform in automotive.



## BEST-IN-CLASS OMNISOCIAL ADS



### Move Shoppers Through The Entire 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!



### Solutions Guided By A Team Of Certified Experts

Gain direct access to a Customer Experience team that is committed to your success. You'll communicate regularly on strategy recommendations and results.

## ABOUT #TEAMDU

Dealers United's social ad solutions are designed to improve and optimize your social media presence with ad strategies that drive greater local awareness, consumer engagement, lead volume, and more.

## TRY THE MARKET ANALYZER

Build your omnichannel report to find out how many auto shoppers you can reach in your market including potential results, budget suggestions, and more!



[bit.ly/analyzemymarket](https://bit.ly/analyzemymarket)

Contact us

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