



How DELLA Chevrolet Uses Meta Ads To Reach & Convert Highly Qualified Leads

- Q2 RESULTS -

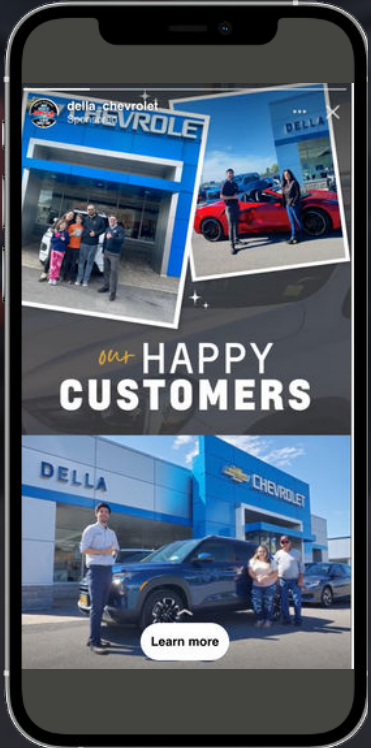
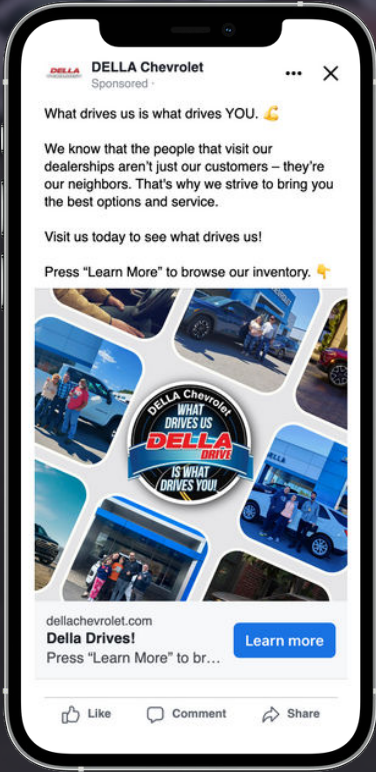
75	\$80.04	70.8%
Unit Sales Matched	Cost Per Unit Sold	Unit Sales Matched to Ads

“ A PARTNERSHIP THAT DRIVES RESULTS!

We love working with Dealers United because of their team and strategy. Our Performance Manager comes to the table with what's working for dealers like us, and always is asking about our specific goals. The whole team delivers great looking ads that show off our monthly focus. This is a partnership that drives results!"



Anthony Della Bella
COO, DELLA Auto Group



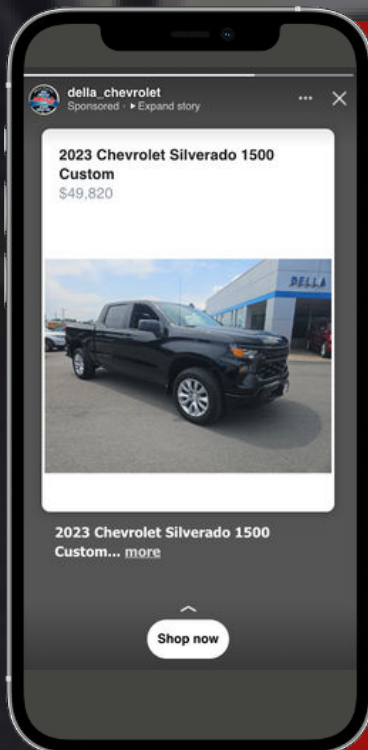
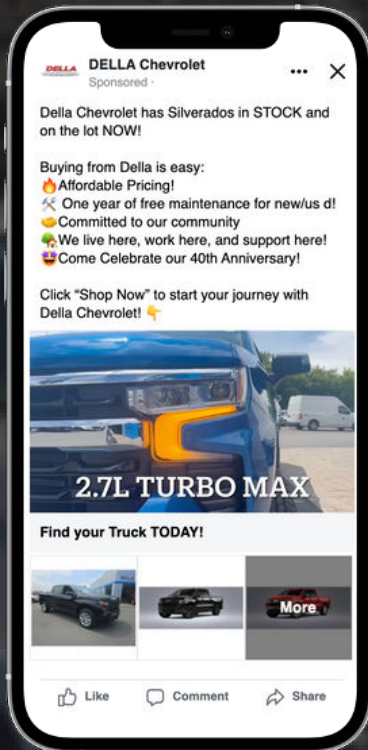
Social Ad Strategy In Action

THE CHALLENGE

DELLA Chevrolet of Plattsburgh had a surplus of 2.7L Model Silverados that they needed to move off their lot.

THE SOLUTION

- Built new Inventory Ad campaign to showcase available Silverados.
- Reallocated ad spend to fund this campaign without increasing total advertising budget.
- Since campaign go-live, the campaign has helped sell additional Silverados each month!



THE POWER OF SOCIAL ADS

"After telling us about their Silverado surplus, we set a campaign live to help drive more Silverado traffic in just a few hours. Try doing that with TV or radio! That's what we love about social media ads: we can turn on an ad for just about any challenge within minutes, and drive real results to customers' bottom lines.

That's the power of social ads."

Alix Knox | Dealers United Performance Manager





Q2 2023 RESULTS

1. AWARENESS

Ads that include "Why Buy Here" messaging influence shoppers to want to purchase from you, instead of your competition.



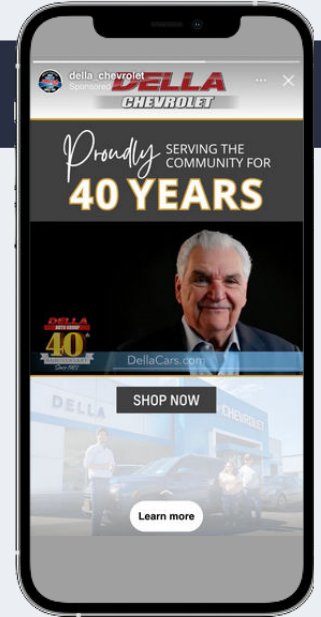
66,200
Reach



1,050,266
Impressions

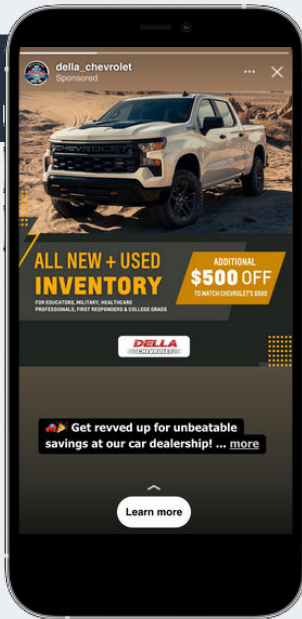


\$5.72
CPM



2. CONSIDERATION

The stage uses "Ready to Buy" messaging with available inventory, OEM content, and promotes current incentives or special programs.



13,988
Clicks



\$0.43
Cost Per
Click (CPC)



7,096
Landing Page
Views (LPV)

3. CONVERSION

Low-funnel ads focus on engagement to make the sale. Leverage strong calls-to-action like Click to Call, Messenger, or Lead Forms.



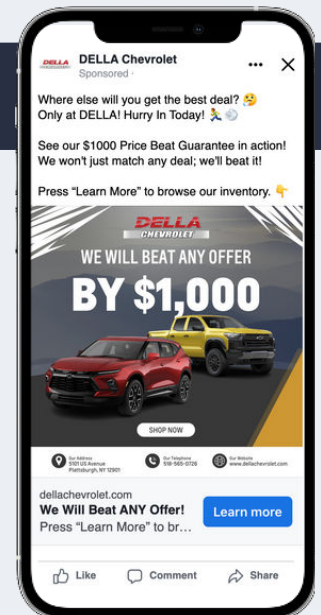
219
Leads



\$27.41
Cost Per
Lead (CPL)

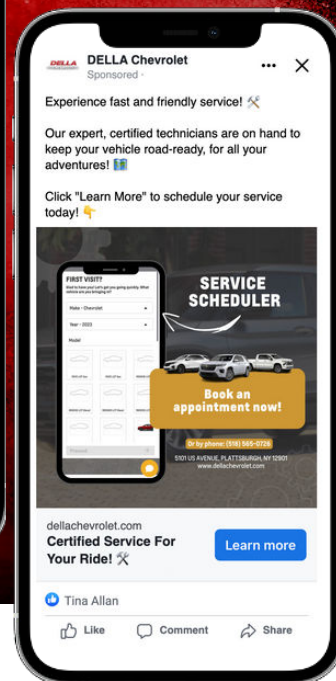
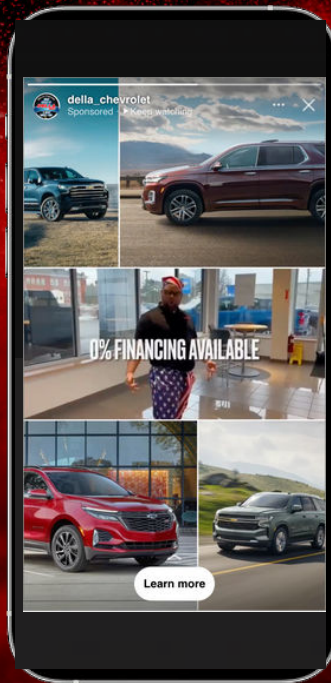


34.25%
Lead-to-Sale
Conversion Rate



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