

DAHL FORD
DAVENPORT
1937

PROVEN SOCIAL ADS

Our Latest Dealer Case Study For
Social Media Advertising.

dealers  united

powered by **buyerbridge**



Dahl Ford Davenport Omnichannel Innovation

New "Market Disruptor" Campaign Leverages
Multiple Platforms For Maximum Success



– TOTAL PERFORMANCE IN Q4 2022 –



576

Leads From Social Ads



\$31.19

Cost Per Lead



85

Unit Sales Matched

A VALUABLE PARTNERSHIP

“

Ever since we signed with Dealers United and first met with Alix, the partnership has been easy, profitable, consistent and fun!

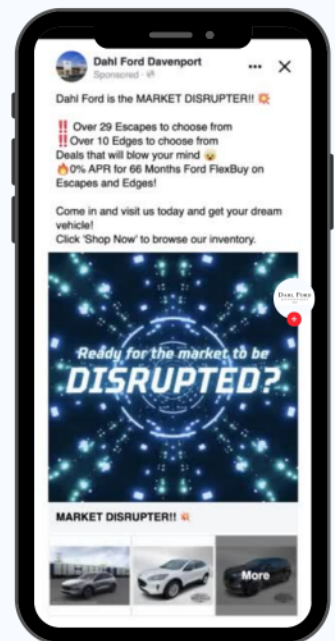
Alix and Bryan listen, offer suggestions and deliver monthly!"



Kerri Turnmire
Director of Business
Development



Dan Medberry
Director of Information
and Technology





NEW STRATEGY: THE MARKET DISRUPTOR

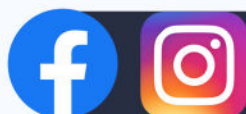
In a time where dealers were pulling back ad spend on social platforms, Dahl Ford decided to do the opposite and unleash "The Market Disrupter."

They increased their budget QoQ by 66.5% in order to dominate their market and educate consumers to reinforce sales urgency and share their dealership's brand differentiators.



“What I love most about our partnership with Dahl is that they share their Marketing mix and calendar with me, so I know exactly what is important to them. We have been able to truly get the Dahl Ford name out there in a positive and effective way.”

Alix Knox
Performance Manager



FACEBOOK & INSTAGRAM Q4 RESULTS



569

Leads From Facebook



\$26.32

Cost Per Lead



20,236

Landing Page Views

QoQ RESULTS

Ad Spend: 66.5% ↑

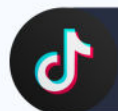
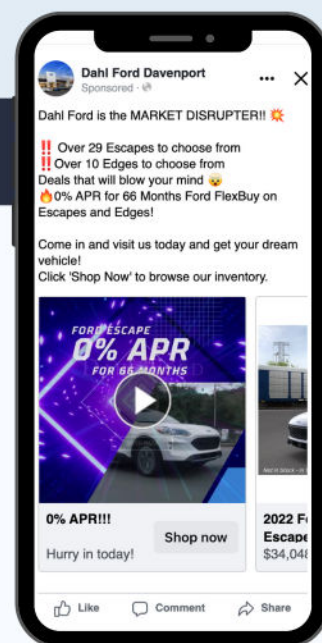
Clicks: 82% ↑

Leads: 46% ↑

Landing Page Views: 80% ↑

CPC: 24.6% ↓

CPL: 14% ↓



TIKTOK Q4 RESULTS



2,488

Clicks



\$1.20

CPC



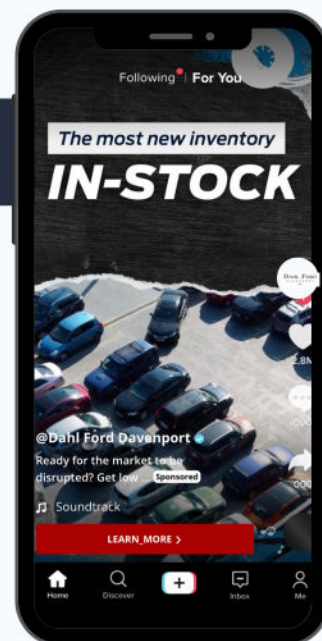
16.51

Avg. Watch Time



\$6.74

CPM



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 a full funnel ad strategy that drives greater 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

Contact us



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