

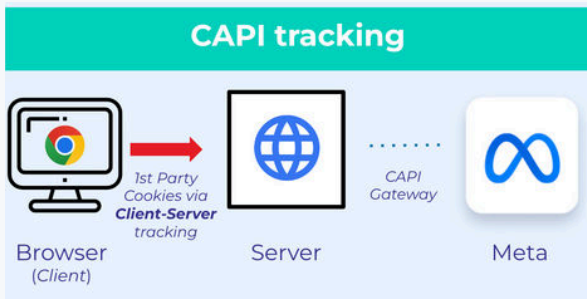
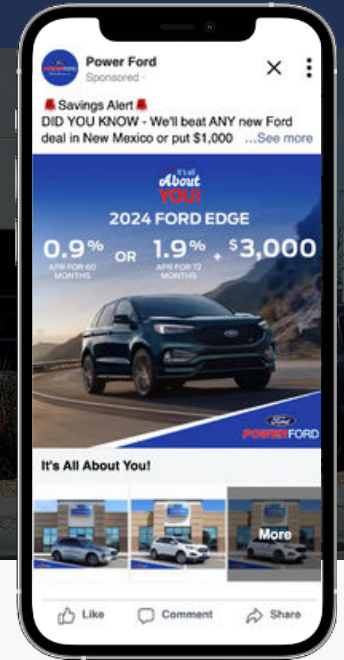
DEALERSHIP CASE STUDY

Power Ford Revs Up Performance With Seamless Conversions API Integration



"We have trusted Dealers United with our social media advertising for years. When they came to us with a solution to improve our tracking and targeting, the answer was simple. It's exciting to see how setting up the Conversions API has impacted our results."

— Matt Sneed, Director of Operations



Why you should implement CAPI

In today's privacy-focused digital advertising landscape, accuracy and reliability are key to maximizing your automotive marketing ROI. That's where **Meta's Conversions API (CAPI)** comes in, offering a game-changing approach to data sharing.

Unlike the traditional Meta Pixel, which relies solely on browser-based tracking, CAPI establishes a secure, server-to-server connection between your website and Meta's advertising platforms.

Our agency expertly implements CAPI alongside the Pixel, creating a robust setup that captures valuable data at multiple touch-points ensuring more accurate conversion tracking and improved attribution.

Our CAPI expertise gives your dealership the competitive edge:

- Enhance campaign reporting
- Future-proof against browser limitations
- Drive more qualified leads to your dealership

Results After Implementation of Conversions API Gateway

60%

Additional 'Lead' events reported

35.5%

Additional 'Add to Wishlist' events reported

13.5%

Additional 'View content' events reported