



# Healey Brothers Hyundai Leverages An Omnisocial Strategy to Drive 29% of Q1 Sales



- TOTAL PERFORMANCE IN Q1 2023 -



1,255

Leads From Social Ads



\$14.14

Cost Per Lead



183

Unit Sales Matched



\$160.24

Cost Per Unit Sold



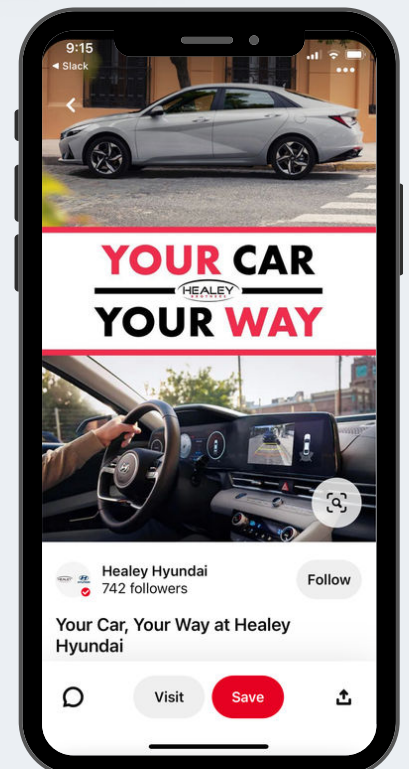
## PARTNERS IN OUR SUCCESS...

As a Hyundai dealer, I highly recommend Dealers United. They took the time to understand our business goals and target audience, creating a customized strategy that effectively reaches and engages our customers. Their data-driven approach enabled us to increase brand awareness, drive traffic to our website, and generate more leads. **They are responsive, professional, and true partners in our business success.** Overall, they understand marketing and helped us grow not just in sales but service too.



Jay Healey

CMO | Healey Brothers Automotive Group



# Q1 RESULTS PER PLATFORM



## FACEBOOK & INSTAGRAM RESULTS

- 80% of recent vehicle buyers visited a Facebook property.
- 59% of shoppers say Instagram is a key influence in buying products



**1,651,049**  
Impressions



**21,856**  
Clicks



**1,255**  
Leads



**144**  
Unit Sales Matched



**\$10.75**  
CPM



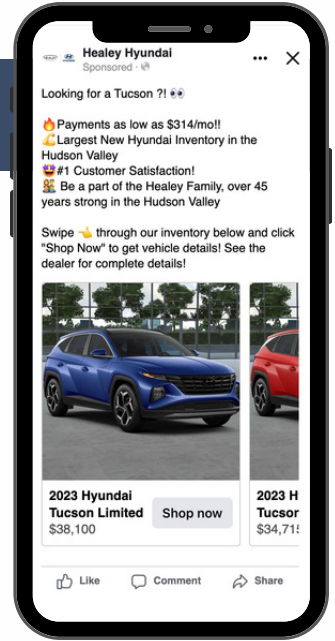
**\$0.81**  
CPC



**\$14.14**  
Cost Per Lead



**\$123.22**  
Cost Per Unit Sold



## 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.



**1,683,068**  
Impressions



**2,966**  
Clicks



**4,261**  
Engagements  
(Clicks, Saves, Swipes)



**39**  
Unit Sales Matched



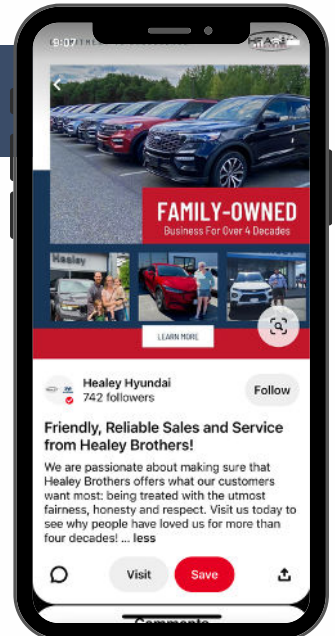
**\$4.57**  
CPM



**\$2.59**  
CPC

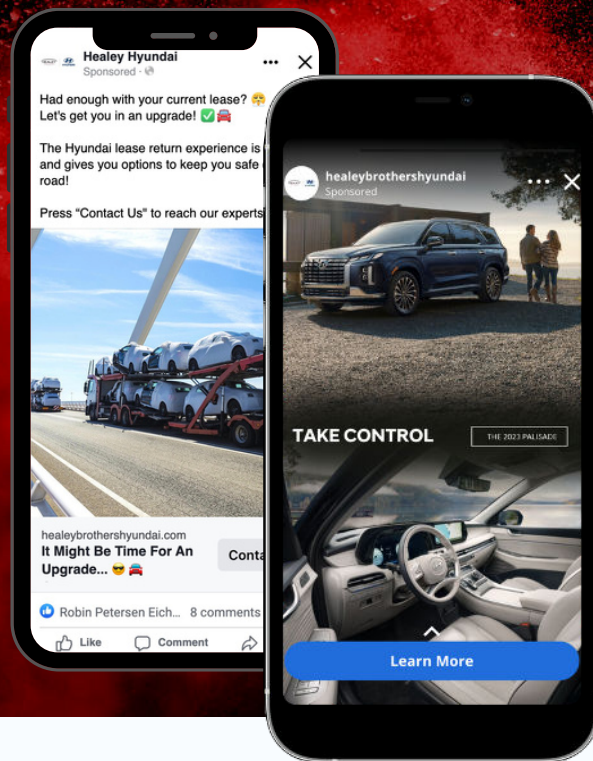


**\$197.25**  
Cost Per Unit Sold



# 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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