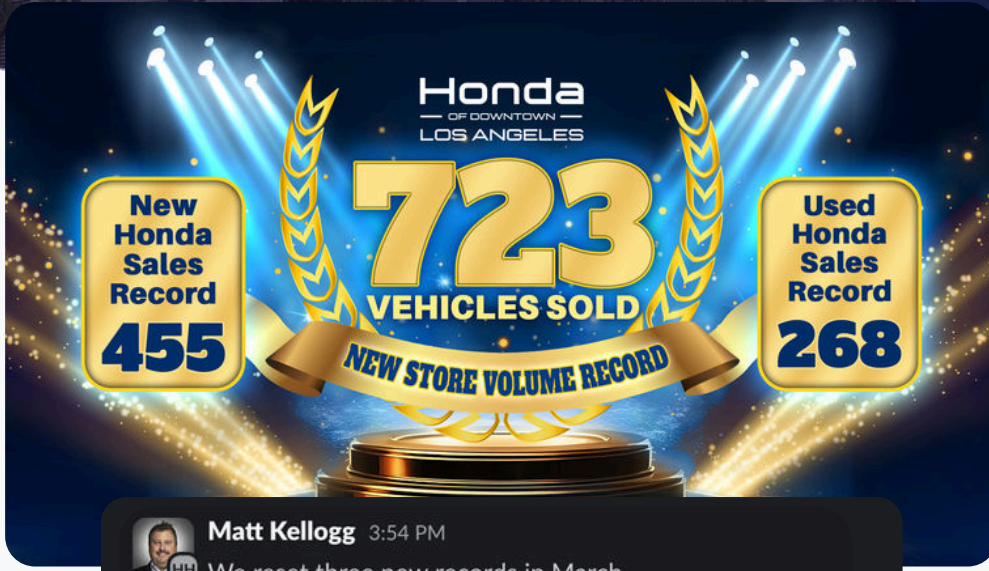
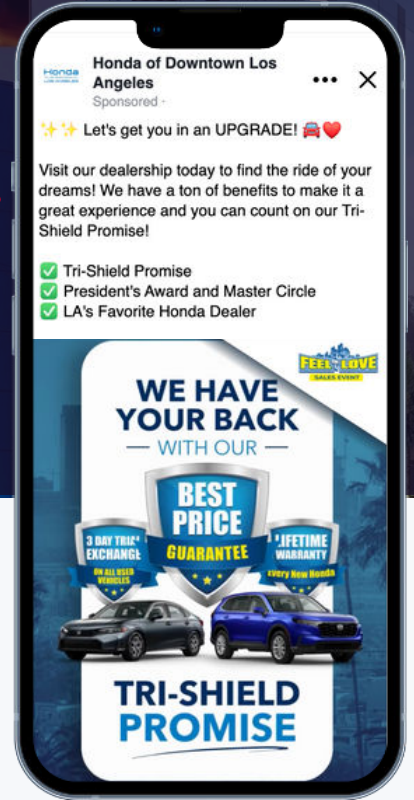




HOW HONDA OF DOWNTOWN LA BROKE 3 STORE SALES RECORDS

Full-Funnel Meta Ad Campaigns Surpassed Sales Goals in 90 Days



We love this feedback!

From Scroll to Sold: A Full-Funnel Meta Strategy That Converts



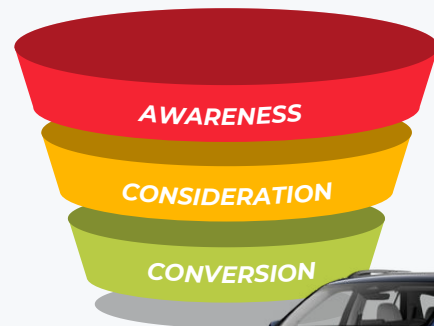
CHALLENGE

Honda of Downtown LA needed to stand out in a competitive market and move shoppers from “just browsing” to ready-to-buy.



SOLUTION

We launched a full-funnel Meta strategy: awareness ads featuring their own team’s videos built trust, dynamic inventory ads drove traffic to VDPs, and lead form ads captured ready-to-act buyers. Every touchpoint was built to move the shopper closer to the sale—and it worked.





Social Media Marketing Results

From October 2024 – March 2025



2,194

TOTAL LEADS



\$11.49

AVG. COST PER LEAD



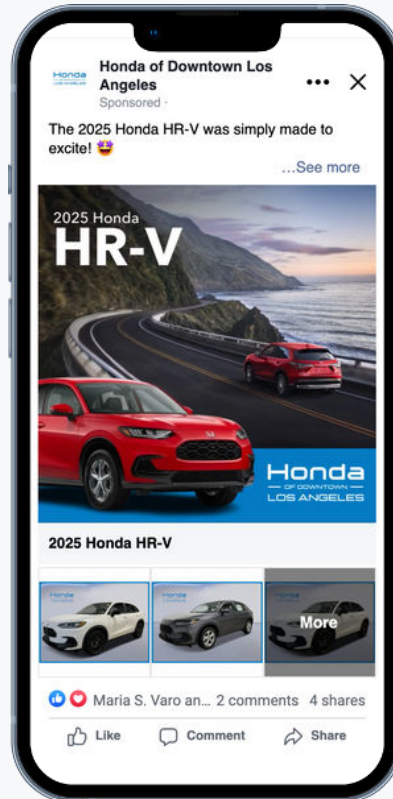
283

TOTAL SALES MATCHED BACK TO META ADS



\$89.07

AVG. COST PER UNIT SOLD



Culturally Relevant Creative



CHALLENGE

The dealership needed to better connect with its large Spanish-speaking customer base and increase engagement across the board.



SOLUTION

We rolled out Spanish-language campaigns on Meta that didn't just translate, but spoke directly to the community. The localized creative improved reach, boosted engagement, and built deeper trust with in-market shoppers.

