



# Hunt Auto Accelerates 2023 Growth With A Full-Funnel Omnisocial Ad Strategy



- SIX MONTH RESULTS -

**1,123**

Leads From  
Social Ads

**\$34.80**

Cost Per  
Lead

**239**

Unit Sales  
Matched

**\$163.52**

Cost Per  
Unit Sold

**48%**

Unit Sales  
Matched to Ads

## “THE BEST QUALITY SOCIAL MEDIA MARKETING IN THE BUSINESS.”

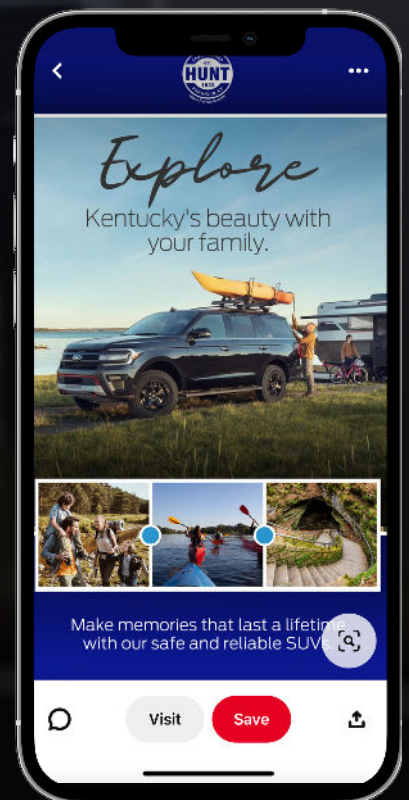
Dealers united provides some of the best quality Social Media Marketing in the business. We have been with them for over a year and we've consistently seen our paid engagement rates increase due to the content they've created.

Their biggest strength is the creativity they use to make our ideas into full fledged campaigns.”



**Ethan Shutt**

Social Media Manager, Hunt Auto



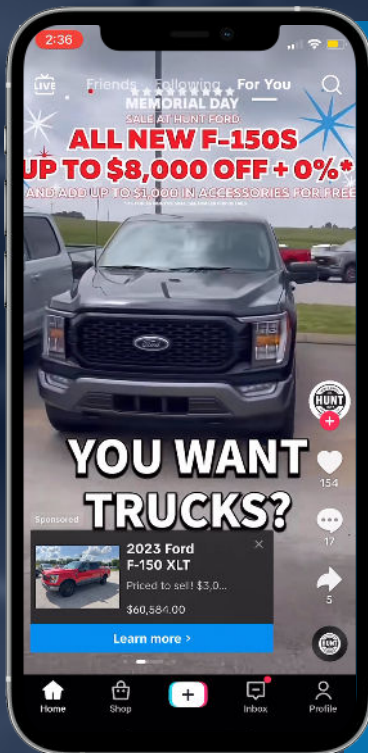
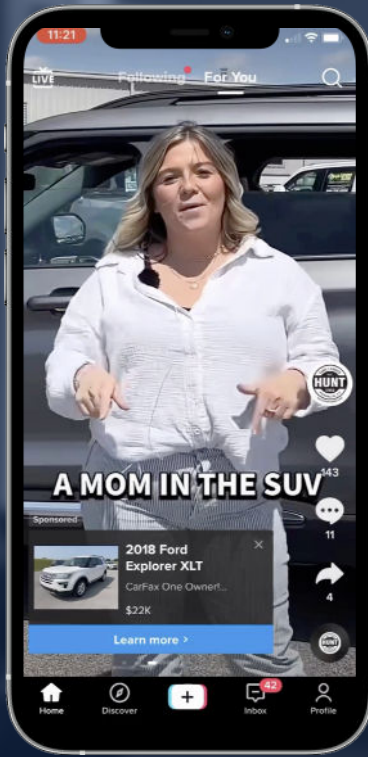
# Social Ad Strategy In Action

## THE CHALLENGE

Hunt Auto desires to be the innovative leader in their market, so they are committed to being on the cutting edge of digital marketing to beta test new product capabilities.

## THE SOLUTION

- TikTok recently released Video Shopping Ads, a new format that adds scrolling, live inventory over a video to give shoppers an easy, in-app shopping experience.
- The Hunt Auto team recorded content for specific audiences like SUV Moms and Truck buyers.
- The Dealers United team used advanced targeting strategies to align the content with the appropriate inventory in this new ad format.



### A PARTNER YOU WANT TO WORK WITH

"They also have a knack at making paid ads feel more like content you would engage with naturally. Their team does a great job at introducing new opportunities and platforms to try if you're looking to experiment with markets before your competitors.

It's always hard to find partnerships with people who you'd WANT to work with and you'll find that in Dealers United."

**Ethan Shutt | Social Media Manager, Hunt Auto**



## JANUARY - JUNE 2023 RESULTS



**843**  
Leads



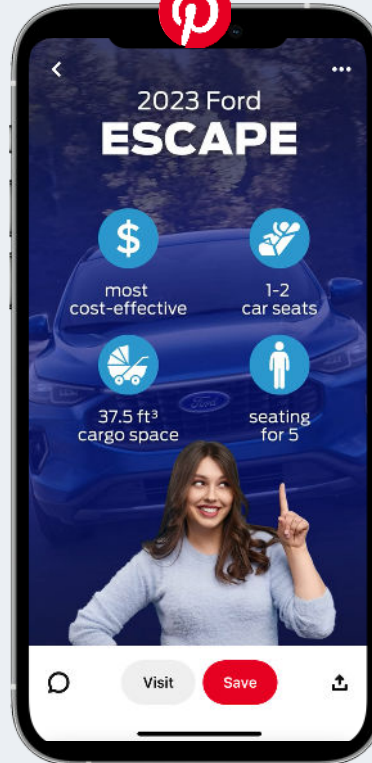
**\$30.60**  
Cost Per Lead



**229**  
Sales Matched Back



**\$112.66**  
Cost Per Sale



**107**  
Leads



**\$35.97**  
Cost Per Lead



**8**  
Sales Matched Back



**\$481.04**  
Cost Per Sale  
\*Results for  
March-June 2023



**4,030**  
Clicks



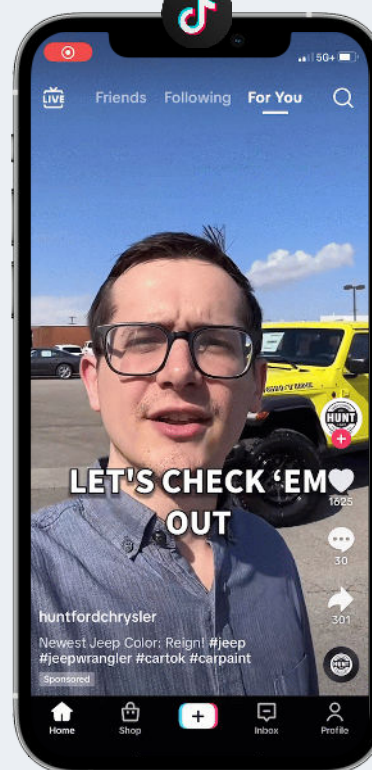
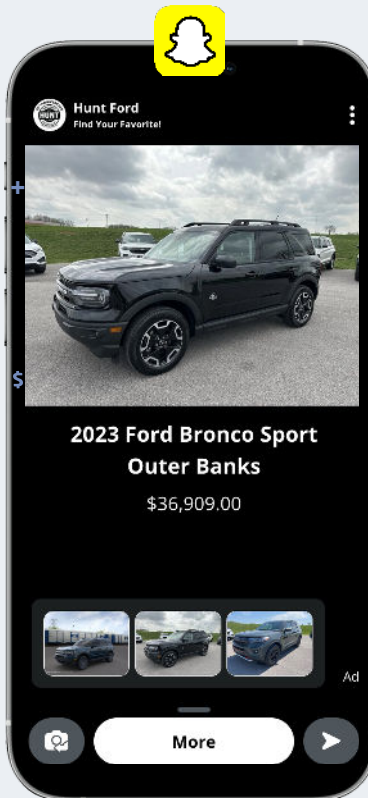
**\$0.62**  
Cost Per Click



**141**  
Leads



**\$17.59**  
Cost Per Lead



**8,855**  
Clicks



**\$0.79**  
CPC



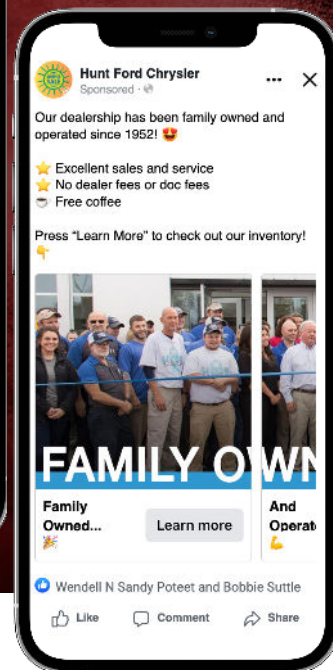
**1,442,597**  
Video Views



**21:07 sec**  
Avg Watch Time  
Per Person

# 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)

