



How Zeigler Honda of Racine Maximizes ROI with Meta Ads

- SIX MONTH 2023 RESULTS -

272

Unit Sales Matched

\$75.17

Cost Per Unit Sold

23%

Unit Sales Matched to Ads

“ AN INCREDIBLE JOB

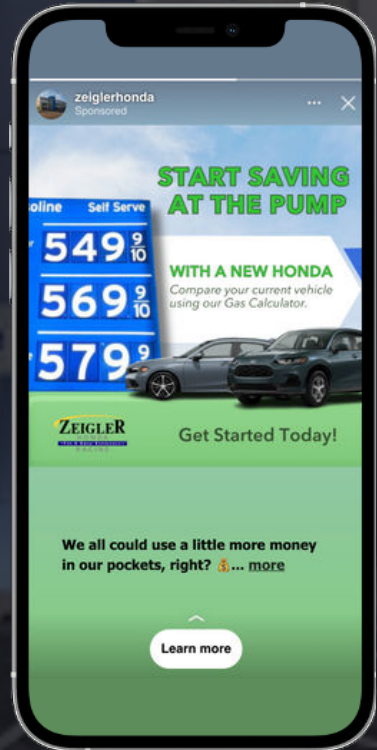
Social media is the new gathering place of humanity: it's where our customers are. And Dealers United has done an incredible job delivering social ads for us.

Plus, they've empowered our teams with education on how to best leverage social media to engage with our communities. With their help, we've had success, and we greatly appreciate the partnership.”



Sam D'Arc

COO, Zeigler Auto Group



Social Ad Strategy In Action

THE CHALLENGE

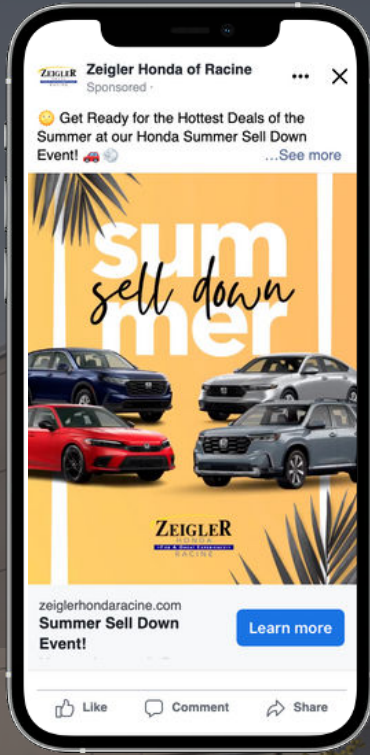
Zeigler Honda of Racine had a surplus of inventory and wanted to run a "Summer Sell Down" special event.

THE SOLUTION

- Our Creative Team designed scroll-stopping Custom Ads for a new Conversions campaign.
- Ad Operations Team set up targeting for Web Leads for the best results.

THE CAMPAIGN RESULTS

1,120	\$0.25	8	\$35.34
Leads From Meta Ads	Cost Per Lead	Unit Sales Matched	Cost Per Unit Sold

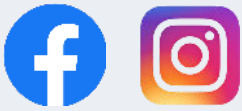


SUPER CHARGE MONTHLY SPECIALS

"When the team at Zeigler Honda of Racine told me about their 'Summer Sale Down' event, I knew this was going to be a fun Specials Campaign! Our Creative Team really knocked the ads design out of the park. By A/B testing ad types, we quickly honed in on the best strategy to meet their lead goals. This campaign returned some seriously hot results!"

Meg Hughes-Ritter | Dealers United Performance Manager





FULL FUNNEL Q1 + Q2 2023 RESULTS

1. AWARENESS

Ads that include "Why Buy Here" messaging influence shoppers to want to purchase from you, instead of your competition.



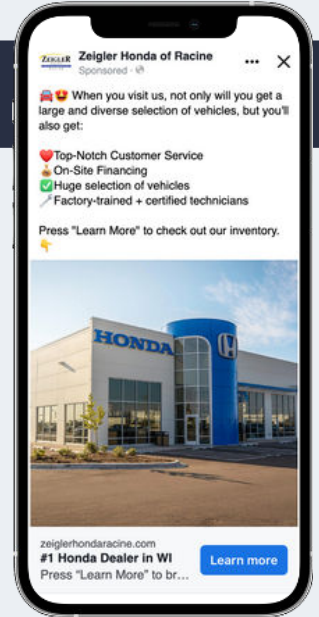
548,973
Reach



4,216,216
Impressions

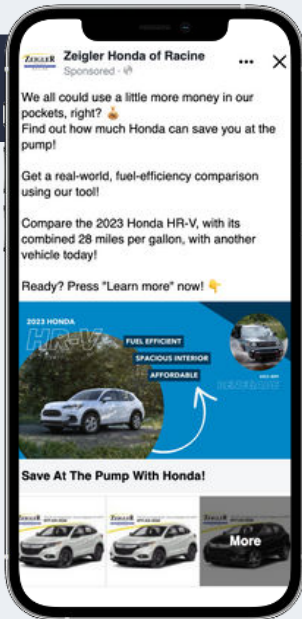


\$4.85
CPM



2. CONSIDERATION

The stage uses "Ready to Buy" messaging with available inventory, OEM content, and promotes current incentives or special programs.



124,381
Clicks



\$0.16
Cost Per
Click (CPC)



57,165
Landing Page
Views (LPV)

3. CONVERSION

Low-funnel ads focus on engagement to make the sale. Leverage strong calls-to-action like Click to Call, Messenger, or Lead Forms.



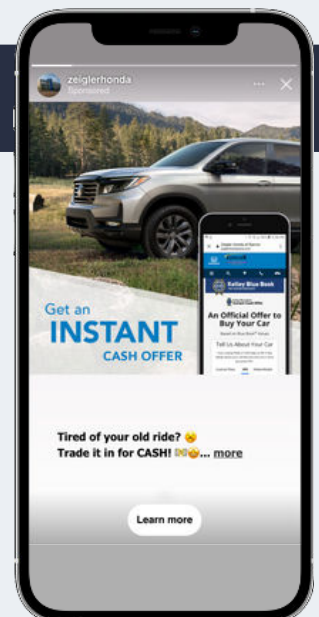
6,598
Leads



\$3.10
Cost Per
Lead (CPL)

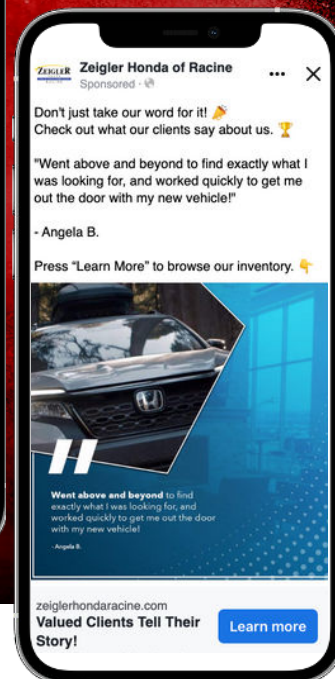
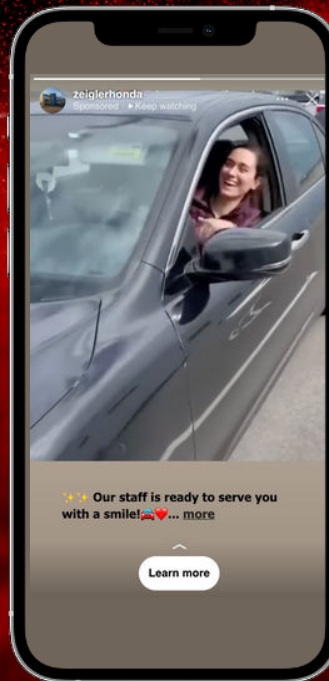


23%
Lead-to-Sale
Conversion Rate



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