



# How Brad Deery Motors Leveraged Facebook To Attribute 173 Vehicles Sales In 61 Days



— AIMEE ROGERS  
MARKETING DIRECTOR

“ **BEING A DESTINATION STORE,** we needed to provide relevant ads to people from 30+ miles away. Not only do we put our vehicles in front of those people, but build their confidence in our dealership in order to get them to make the drive. With Dealers United, we’ve been able to showcase our consumer satisfaction awards, customer reviews, and target based on common interests. They really care about the dealership and work with you to come up with ideas and ads to put out there.”

— RESULTS AFTER PARTNERING WITH DEALERS UNITED —



**61 days**

Results Measured From  
09/01/20 to 10/31/20



**183,978**

Local In-Market  
Shoppers Reached



**35,084**

Landing Page Views  
at \$0.37 Cost Per LPV



**121 Leads**

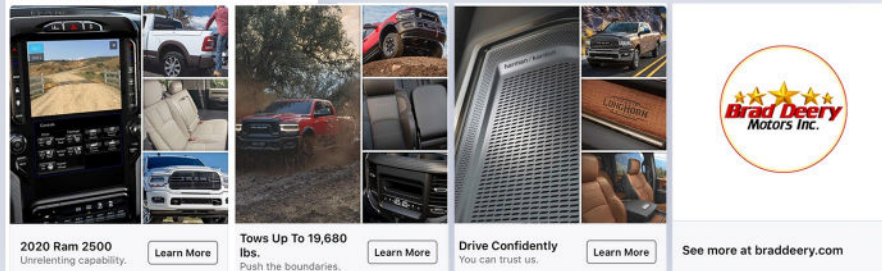
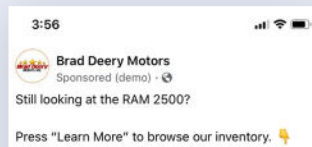
(121 FB Leads at \$8.72 and  
383 additional Web Leads)



**173 Sales**

Matched To Facebook  
Ad Campaigns

“ **BEFORE WE SIGNED WITH DU,** we used a different company to run some Facebook ads and to do retargeting. I had an idea of what Facebook could do for us, but I knew that I needed a partner to help me get the dealership to where it could be with those ads. These ads quickly took over as our #1 traffic source to our website. They convert better than third party leads and helped us reach some record sales, even during the pandemic.”



FACEBOOK

MARKETING PARTNER



FIND YOUR SOLUTION