

Client Success Story

POWER FORD

How they increased vehicle sales by 10%,
spent 24% less on digital, and became
the #1 selling Ford dealer in New Mexico





THEIR STORY

Power Ford, a dealership located in Albuquerque, New Mexico, began running their own Facebook campaigns in 2017, but they quickly realized they lacked the time, assets, and exclusive data needed to craft the perfect ad for every car shopper.

Not wanting to lose control of their brand presence and unique messaging, they wanted to find a partner who was willing to work closely with them and follow their specific vision for an end-to-end digital strategy.

THEIR GOAL

Power Ford desired to improve their ranking month-over-month and be recognized as the “#1 selling Ford dealer in New Mexico.” In order to accomplish this, they needed a competitive advantage to defeat their top dealership competitor who laid claim to the #1 rank for 28 straight years.



THEIR SUCCESS

Since working with Dealers United, Power Ford has claimed the #1 Selling Ford Dealer in New Mexico title 4 times in the last 13 months. Beyond that, they have spent 24% less on both digital and traditional marketing efforts, saving around \$285k over the past year while cutting almost all 3rd party lead sites and doubling-down on Facebook.



Last month we were the #1 selling Ford dealer in New Mexico. This is the fourth time this has happened in the last 13 months. Prior to us finishing #1 13 months ago, it had not happened in 28 years! Can you believe that? The same dealer was the top dealer for 28 straight years. We've knocked them off 4 times in the last 11 months! Let's continue to push the envelope. You and Dealers United are a BIG part of our success. THANK YOU for all you do!"



*— Matt Sneed, Director of Marketing
and Customer Experience at Power Ford*

PRODUCTS USED

Dealers United Full Suite Package (Facebook Inventory Ads, Facebook New Car Package, Facebook Dynamic VIN Lead Ads, Facebook Dealership Branding Ads). Also used optional Oracle Data Cloud audiences with IHS Markit and POLK automotive data.

A 30 DAY GLIMPSE



52 Unit Sales Attributed to Facebook Ads



238 Service Visits Attributed to Facebook Ads



Reach - 27,423 @ \$4.19 per 1,000 people reached



Traffic - 2,625 Landing Page Views @ \$1.93



Unique VDP Views - 11,370 @ \$0.22 each



10 Second Video Views - 36,633 @ \$0.02 each

FEATURED CAMPAIGN

“Looking for a new Ford?”

This ad campaign was delivered to car shoppers browsing Facebook and Instagram who were likely to be In-Market for a new Ford. The multi-part ad featured multiple carousels with live, on-the-ground inventory, and then retargeted users who visited the website with the exact new vehicle they browsed.

Results:

- » **8 UNIT SALES** attributed to the campaign
- » **1,955** Landing Page Views
- » **ONLY** \$1,015.99 spent.

Power Ford
Sponsored (demo)

Looking for a vehicle that makes you feel excited and confident again?
We've helped thousands of people just like you. And EVERY Power Ford vehicle comes with...

- ✓ 100K Warranty
- ✓ Complimentary Maintenance
- ✓ Roadside Assistance

We're here for you. How can we help?

Vehicle	Price
2019 Ford F-150	\$42,805
2019 Ford F-150	\$48,125
2018 Ford F-150	\$32,593
2019 Ford Escape	\$24,600
2019 Ford Escape	\$24,600

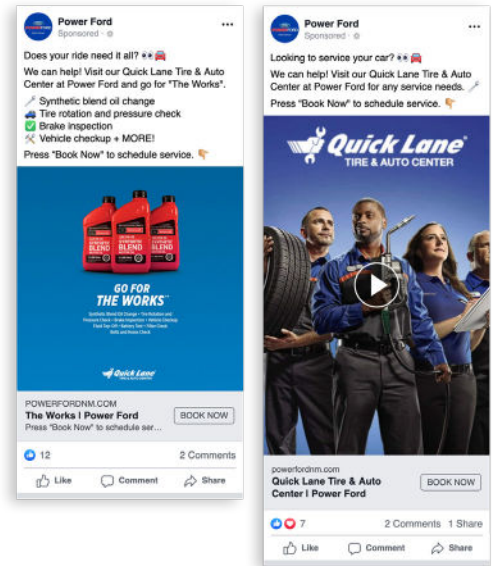
EVEN MORE SUCCESS

Quick Lane Light-Up

Taking full advantage of Ford's Quick Lane assets, Power Ford fired up over 20 attention-grabbing Quick Lane service ads to their recently sold customers who had not yet serviced with them and likely-to-service car owners near their store.

Results:

- » **78** Quick Lane service attributions in 30 days



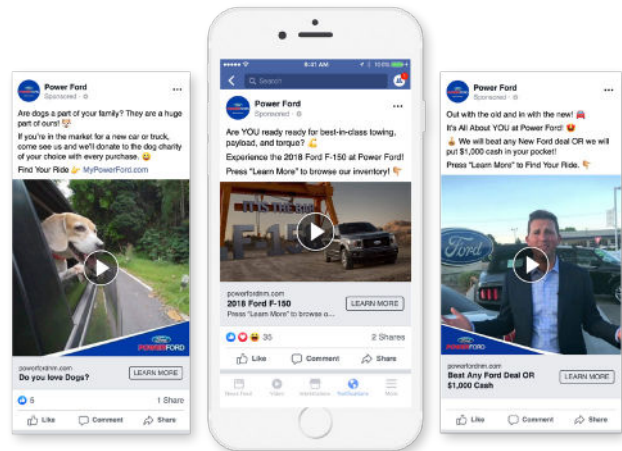
Amplifying Video Views

By repurposing Ford content, the dealership's own video content, and community-focused messaging into visually stunning Facebook video ads, Power Ford captured thousands of video views and identified anyone who watched the video longer, indicating interest for additional ad campaigns.

Results:

- » 36,633 10-second video views at \$0.02 each

4 attributed unit sales



“

These ads have played a key part in our growth over the last 13 months. Last year, we saw a 10% increase in vehicle sales while investing 24% less than we did the previous year (a savings of \$285k over 12 months!). Dealers United is the fuel to the engine that drives our marketing efforts. Our experience with Dealers United has been outstanding. We do not view them as a vendor, we view them as a partner. They know that when we succeed, they succeed.”



— *Matt Sneed, Director of Marketing
and Customer Experience at Power Ford*

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