



# How DeNooyer Chevrolet Used Brand Awareness To Attract New Sales

## THEIR STORY

After the industry made a major shift due to the pandemic, DeNooyer Chevrolet in Albany, NY needed replace their messaging around in-store purchases with digital retailing and brand awareness in a hurry.

“

We had to migrate to a strong digital retail presence in the blink of an eye, developing new processes to continue to assist our customers. Having Facebook Ads in place with our messaging, we were able to get out there for ALL TO SEE! Facebook has been extremely helpful to getting our dealership through this time.”

— REBECCA HANLEY  
SALES MANAGER, DENOOYER CHEVROLET



**91 Days**

Results Measured  
From 4/01/20 to 6/30/20



**115,296**

Local In-Market  
Shoppers Reached



**26,418 LPV**

(Landing Page Views) at  
\$0.28 Cost Per View



**931 Leads**

On-Facebook Leads + Leads  
Tracked On-Site at \$8.01 CPL



**213 Sales**

Matched to Viewing or  
Clicking a Facebook Ad

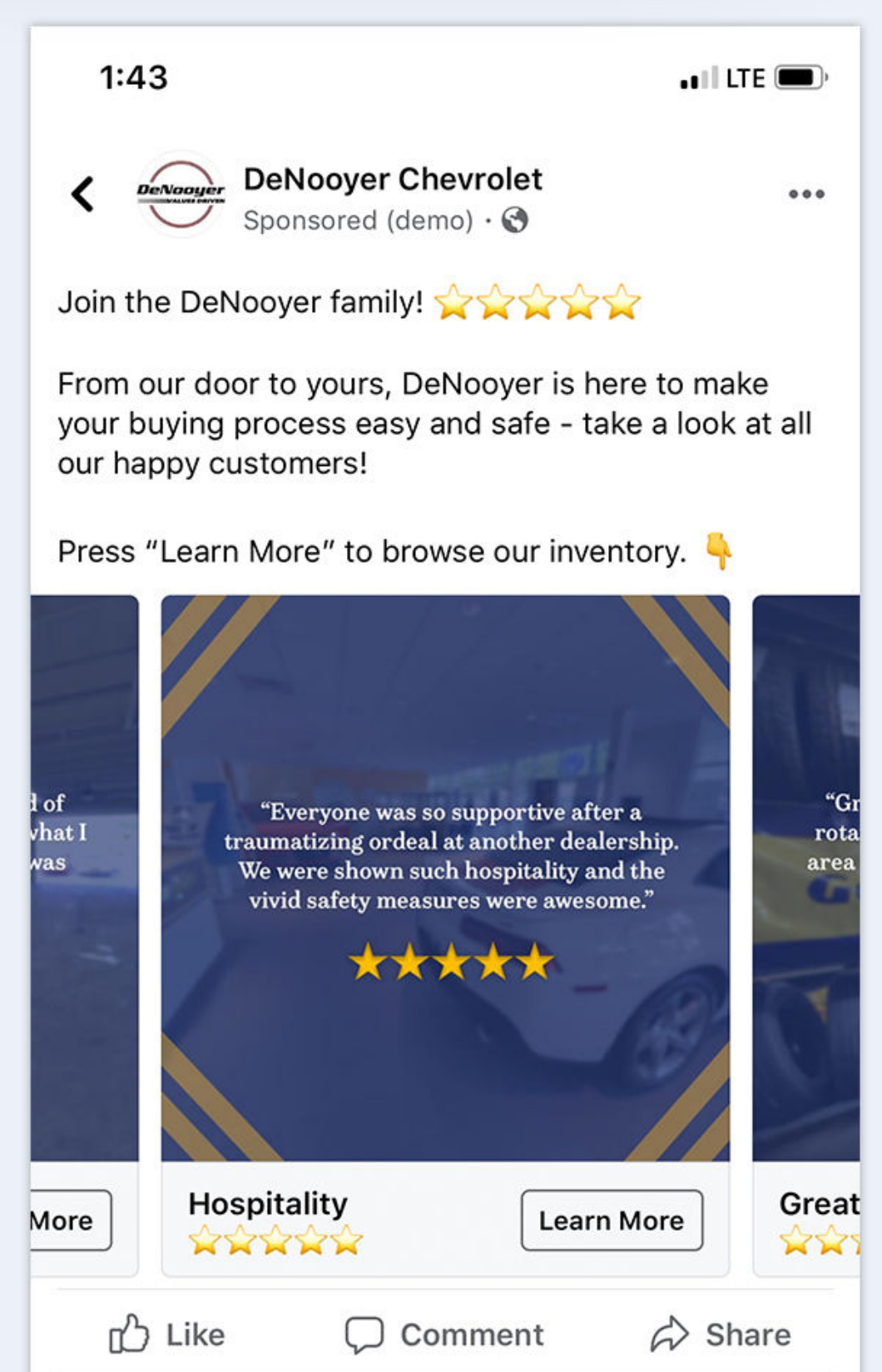
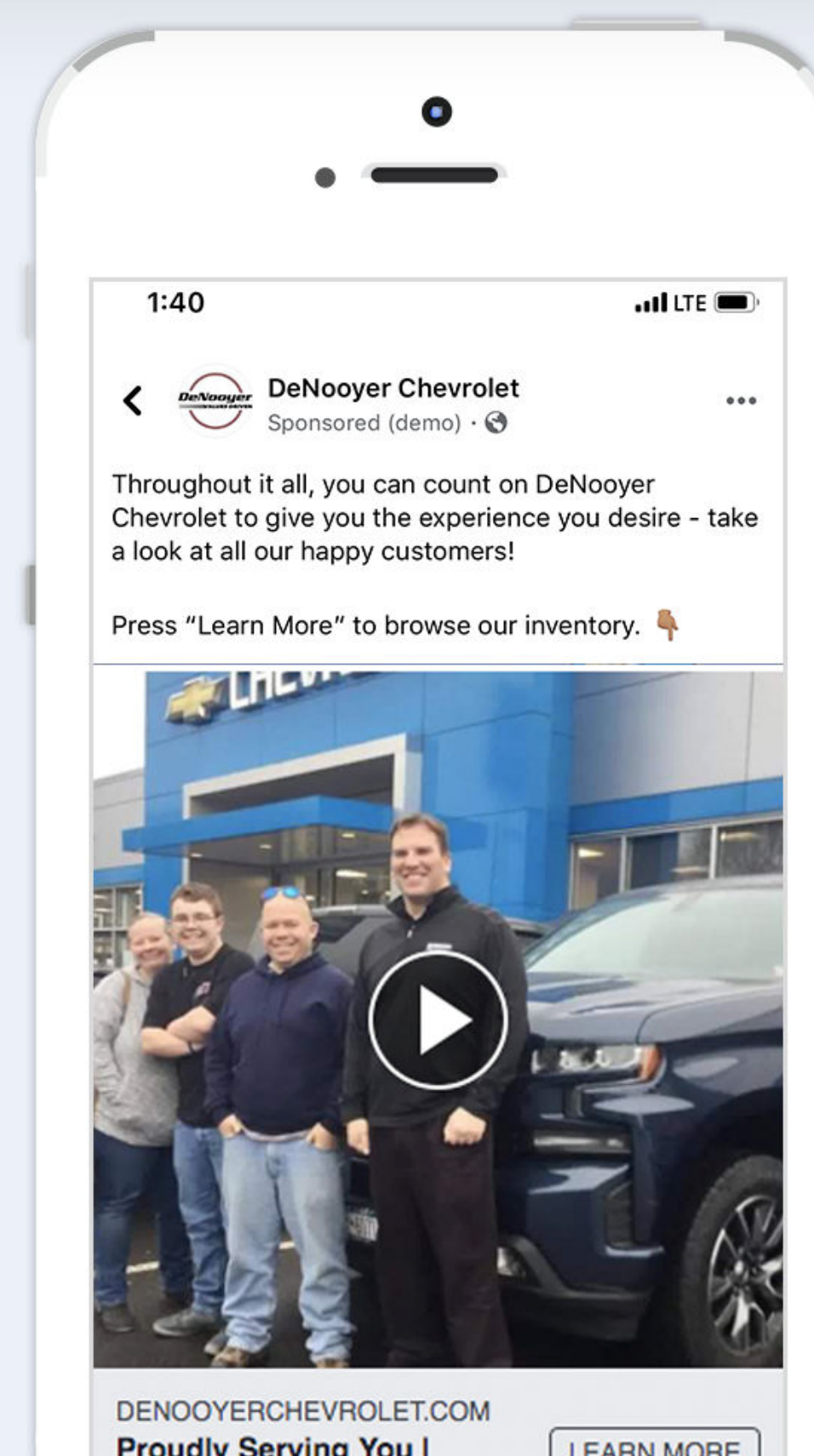
## THEIR SUCCESS

### Happy Customers & Digital Retailing

DeNooyer Chevrolet leveraged their Full Suite Solution with Dealers United to shift their messaging and reach their entire market with new brand awareness ads.

Their strategy included ads around At-Home Sales and Service options, as well as campaigns that showcased their satisfied customers and amazing 5-star reviews.

One ad in particular displayed a carousel of “Happy Customers,” and drove 116 leads at an incredible \$1.59 Cost Per Lead in just 3 months



FACEBOOK

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