



# How Healey Brothers Automotive Matched 193 Sales To Facebook In 1 Month



— JAY HEALEY  
DIGITAL AND SOCIAL MEDIA DIRECTOR

“WE WERE RUNNING ADS IN-HOUSE

on Facebook and seeing good engagement, but we needed a better strategy to be more efficient with our ad dollars. We teamed up with Dealers United for their social media expertise and 3rd party data partnerships. Since then, we’ve seen an increase in website traffic and an uptick in our sales. We’re a very hands-on dealer group and we like to discuss what works and what doesn’t. We need a high level of communication and our partnership with DU gives it to us. We are very confident that DU and Facebook advertising has been a big part of our success.”



**31 days**

Results Measured From  
1/01/21 to 1/31/21



**248,065**

Local In-Market  
Shoppers Reached



**11,235**

Landing Page Views  
at \$0.59 Cost Per LPV



**204 Leads**

Tracked to All Facebook Ads  
at \$32.50 Per Lead



**193 Sales**

Matched To Facebook  
Ad Campaigns

## THEIR SUCCESS

Using Dealers United’s Full Suite solution, Healey Brothers Automotive leveraged Facebook and Instagram to reach their local market, displaying a variety of on and off-Facebook destination inventory ads, custom dealership ads, and new car ads. They were able to drive traffic to their website and Facebook’s VDP pages, retargeting low-funnel shoppers with lead ads that deliver information directly to the dealership’s CRM.

By utilizing 3rd party data and a combination of Facebook and custom audiences, Healey was able to reach the right audience at the right time in their auto shopper journey, resulting in 193 new and used unit sales being attributed to their Facebook and Instagram campaigns.

