

South County

DOODGE • CHRYSLER • Jeep • RAM

South County DCJR Drives 10x Results With Dealers United Omnisocial Strategy



– TOTAL PERFORMANCE IN Q1 2023 –



1,119

Leads From Social Ads



\$26.14

Cost Per Lead



84

Unit Sales Matched

“

DRIVING MEASURABLE RESULTS

Our goal is to dominate our market in all aspects of the auto industry. With how competitive our DMA is, that can be challenging at times. One area I don't have to worry about now is our social media presence. The cost per lead and cost per sale is something that most social-ad-based companies could only dream of achieving. We are saving thousands every month over previous providers and **seeing 8 to 10 times the results with Dealers United.** Now that is dominating in a space!"



Mike Chorba

Sales & Finance Manager



dealers  united

powered by
 buyerbridge

YEAR-TO-DATE RESULTS PER PLATFORM



FACEBOOK & INSTAGRAM RESULTS

- 80% of recent vehicle buyers visited a Facebook property.
- 59% of shoppers say Instagram is a key influence in buying products



1,636,668

Impressions



28,665

Clicks



909

Leads



71

Sales Matched Back



\$7.42

CPM



\$0.52

CPC



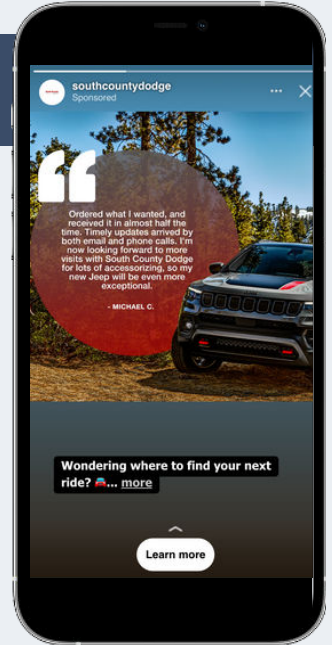
\$16.50

Cost Per Lead



\$211.27

Cost Per Sale



PINTEREST RESULTS

- Reach 52% of US adult internet users with a HH income of \$100k+ and 84% of Moms with a HH income of \$100k+.
- 47% of active users on Pinterest are 18+ and are in-market to purchase within the next 6 months.



1,412,154

Impressions



3,301

Clicks



142

Leads



13

Sales Matched Back



\$4.72

CPM



\$2.02

CPC



\$46.92

Cost Per Lead



\$512.46

Cost Per Sale



YEAR-TO-DATE RESULTS PER PLATFORM



TIKTOK RESULTS

- The average user spends 89 minutes per day on platform!
- TikTok engagement rates are far beyond other video based media platforms, with In-Feed Ads having 23% higher detail memory than TV ads, and TopView ads outclassing TV by 40%.



978,271
Impressions



6,081
Clicks



891,479
Video Views



811
Landing Page Views



\$4.72
CPM



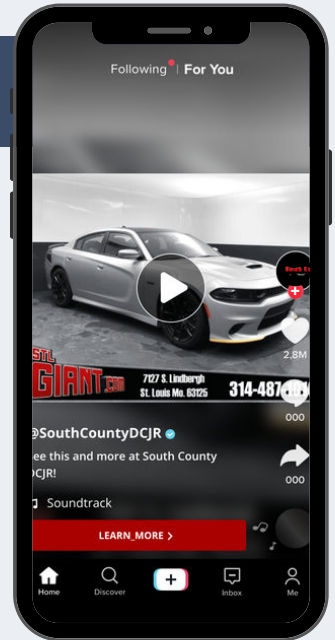
\$0.66
CPC



22:19 sec
Avg Watch Time
Per Person



\$5.55
Cost Per Landing
Page View



SNAPCHAT RESULTS

- Snapchat isn't just for the younger generations! 82% of Snapchat's audience is over 18YO and 51% are over 25YO.
- On any given day, 40% of Snapchat users aren't using Instagram, and 47% aren't on Facebook!



370,905
Impressions



3,160
Swipe Ups



25,333
Video Views



54
Leads



\$8.06
CPM



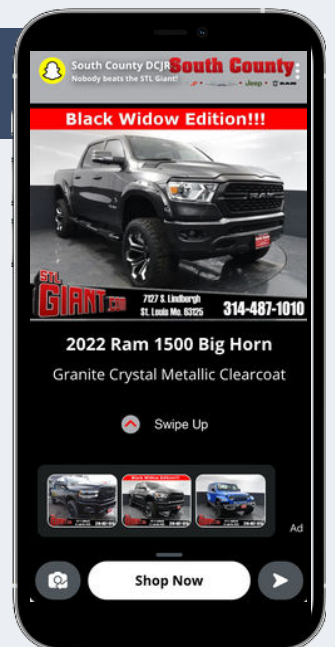
\$0.84
Cost Per Swipe Up



\$0.71
Cost Per View



\$55.34
Cost Per Lead



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

Contact us



941-366-6760



info@dealersunited.com