

Bob Bridge Toyota Revs Up Cars Sold with AdReady



Realizing today's consumers go online to make car buying decisions, Bob Bridge Toyota Scion used their marketing spend to drive traffic to their Web site with traditional advertising and online paid search advertising. But it wasn't delivering the results they needed. Leveraging AdReady's expertise, they discovered a new high performing channel within weeks.

The car dealership's challenge with their marketing spend was two-fold:

- Traditional advertising was increasingly becoming ineffective and more costly
- Online paid search lacked scale and was quickly becoming overpriced, not to mention creative development and optimization resources were scarce

The solution was to find a targeted and cost effective way to get in front of consumers online to drive site visits and car sales. A three-month test program with AdReady delivered well beyond their expectations.

Within days of launching their first ad campaign, Bob Bridge Toyota Scion had discovered an exciting new channel to drive site traffic, sell more cars and even increase service appointments.

Methodology

- Tested manufacturer-provided creative against AdReady's performance ads
- Created campaigns for specific models, enabling targeting of marketing dollars's and promotions
- AdReady proactively optimized all campaigns and ads, constantly improving campaign performance and ROI

Results

- AdReady performance ads received 10 times the clicks of manufacturer-provided creative
- Monthly website visits increased 94% in the first three months
- Decreased cost-per-click 83% over Google search average
- Increased service appointments made online by 50%
- New car volume ranking jumped from 8th to 5th

Get more with AdReady! To set up a personal demonstration please call us at 1-866-493-1730.



"This is the single most compelling advertising solution I've seen in 40 years as an auto dealer. It's changed the way I sell cars online."

Bob Bridge

Bob Bridge Toyota Scion
Renton, Washington

