

Katz Digital Drove over \$200 Million in Sales for a Major Market Auto Dealer Group!

Client Objective:

A major market car dealer group wanted to increase sales. There were 38 dealerships in this group, in 44 locations. They were looking to increase foot traffic of qualified buyers to increase their purchase conversion ratio and sell cars!

How Katz Digital met that objective:

Katz Digital set up a high impression, targeted campaign in this large market. This campaign lasted one month and ran across our entire robust offering, delivering against both general market and Hispanic consumers.

We partnered with Placed, powered by Foursquare, to determine the foot traffic driven to the dealer that was a result of this campaign.



The Result:

This campaign exceeded all the client's expectations!

- Foot traffic was impressive – over 1,000 visits *per day into the 44 dealership locations* were driven by this campaign!
- Customer conversion was 22% -- over 1 in 5 bought a car!
- This resulted in \$214 Million in car sales from this 1-month campaign!

**\$214 Million
in Car Sales
in one month!**

**\$1877 to 1
ROAS**

