

CarClicks Inventory Marketing

Before shoppers take a single step into your showroom, they must find your inventory online!



CASE STUDY

To reach their goals, the dealership partnered with CarClicks Inventory Marketing to promote their new and pre-owned inventory to in-market auto shoppers and CarClicks Data Driven Targeting to bring back serious, highly engaged auto shoppers who are ready to buy.



Client: CDJR Dealer | Dealership Size: Large

48%

CarClicks influenced their online traffic that resulted in a sale

15%

Increase in sales month over month

48%

Of vehicles sold with CarClicks VDP views

18%

CarClicks produced 18% of all VDP views of vehicles sold

24%

CarClicks produced 24% of all overall traffic

16%

Increase in leads month over month

9,044

Total VDP views

7,629

Total sessions

\$0.66

Cost per VDP views

\$0.78

Cost per session

\$6,000

Amount invested

15x

It's Cost in Gross Profit