



CASE STUDY

Conquest Campaigns

If we ask the average dealer what makes them happiest in this world, the answer is almost always the same: **Stealing deals from the other guy!**

Like genies freed from the confines of a sandy lamp, we grant our dealer's wishes and make sure they land all the leads they deserve - and their competitors too.

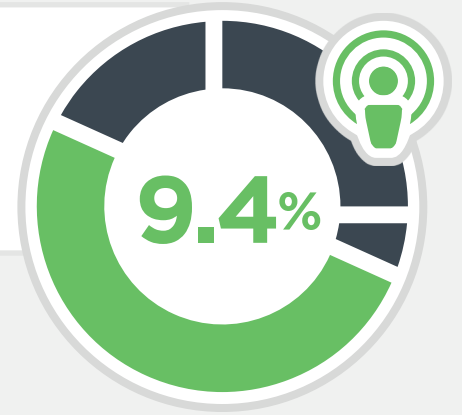
Termed **conquest campaigns** in the industry, these are some of the trickiest to get right. There are a series of fine lines to walk, so let's take a look at how we can do this for a dealership like yours.

“ 86% of car buyers start their vehicle search online, are they finding you or your competition?”



Conversion Rate

Is a measure of how many people that engage with your campaign actually submit a lead, the industry average is **1-2%**.



By nature, conquest campaigns typically clock in much lower - at **9.4%** for this campaign, we're anything but typical.



\$39.26
per lead 



CPA: Cost Per Acquisition

Is the total amount spent on a campaign divided by the number of leads it produces.

Google is no fool, they know what conquest campaigns are and make you pay for it - our team was still able to deliver these leads at a meager **\$39.26 a piece**.






Conversions

Are interested customers sending a lead to your dealership, clicks don't sell cars but conversions do.



43 Leads in One Month

With a limited budget in a competitive urban area, we stole **43** leads in one month right from under their competitors' noses.

 convertus.com
 info@convertus.com
 888.354.6441

 **Convertus**.com