

Case Study:

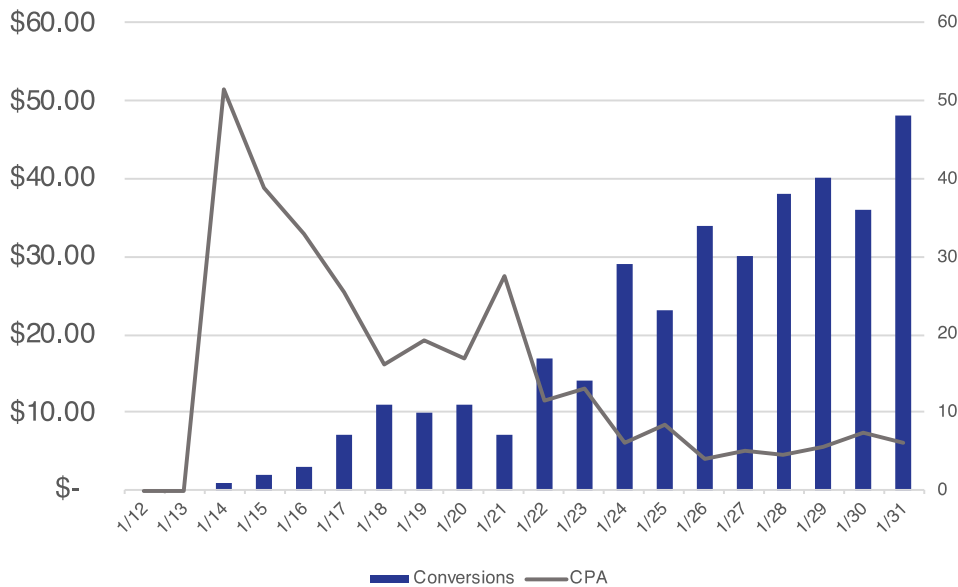
Dynamic Remarketing

Auto Dealer Improves CPA Through Dynamic Remarketing Efforts

Goal: Drive users to sign up for a test drive

Channel: Dynamic display remarketing, showing each user the exact car they browsed across their devices.

Targeting: Remarketing, reaching users browsing the website



Results: Cost-Per-Conversion improves by 35%

The dealership saw much better results with Pontiac than their last remarketing partner.

The overall cost-per-site-visit was down 23% for legitimate traffic, and the cost-per-conversion was down 35%. A dynamic solution like this generates tens of thousands of dollars in savings in the long-term.

